



Carolina Country

October 1989

Where Cooperative Idea Took Root
Co-op Month Special — Pages 8-9

Battling Bureaucratic Bulge

Gov. Jim Hunt appears to be losing his "battle of the bulge" with the state government bureaucracy.

During his term of office, the number of state government employees—excluding public school and university personnel—has risen by 9.4 percent.

It is true that his Work Planning and Performance Program has slowed the bureaucracy's growth rate—which had reached 14 percent under Gov. Jim Holshouser and 17 percent under Gov. Bob Scott. But that's small solace to the taxpayers who foot the bill for the bureaucracy.

According to figures compiled by the newspaper, *Raleigh Newsweekly*, the state's population has grown by 12.5 percent since 1970, while in the same period, the number of state employees has grown by 24 percent. They now number 65,000.

Reflecting that growth, the state's budget "has doubled every seven years," since 1964, according to Marvin Dorman, deputy state budget officer. The budget totaled \$972 million in 1964. By 1979, it had reached \$5 billion.

Even allowing for the ravages of inflation, that's a whopping increase.

The most disturbing record in the state government bureaucratic jungle belongs to the Division of Youth Services of the Department of Human Resources. Seven years ago that agency operated eight training schools with a total inmate population of 2,000. Today, it operates only five schools with a population of 625 children—a drop of 40 percent.

However, in that period, its budget has increased by 60 percent and its staff

by 83 percent. As a result, a total of 800 bureaucrats now serve the needs of 625 children.

Officials of that agency echo the comments of department heads throughout state government in defending the growth of the bureaucracy: More employees are needed to provide new services and to meet the requirements of new regulations.

And there is no tape measure for gauging those new services against the size of the bureaucracy's bloated girth.

In fairness to Gov. Hunt, it must be noted that he often finds himself playing the role of the concerned family doctor who prescribes a strenuous weight-loss program for a patient only to watch him add new pounds each year.

Nine of the state's department heads answer directly to the governor, but other administrators, such as the insurance and labor commissioners, do not. They deal directly with the General Assembly for budget appropriations and answer only to the

voters.

For their part, the legislators often rely too heavily on the bureaucrats for guidance on funding for the bureaucratic expansion. And, they're often too eager to create new government services—without regard to the effect on the bureaucracy—because they make an impression on the voters back home.

Often it's as if our mythical patient has disregarded his doctor's warning to cut down on the calories—and confers, instead, with his banker about his weight problem.

Chances are this banker will end up providing funds for exactly the kind of meals the patient ordered—for he's beginning to smack his lips at the thought of the dessert that awaits him come election time.

We hope North Carolina lawmakers can overcome such temptations of the political palate and find a way to put the state government bureaucracy on a permanent diet that's marked by fiscal restraint and control growth. □

Carolina Country Salutes:

• James Larkin Pearson of Wilkesboro, North Carolina's poet laureate, who celebrated his 100th birthday on Sept. 13. He was the guest of honor at a party that day at Wilkes Community College, where a library is being planned to house his manuscripts, books and other memorabilia. Pearson, who has been writing poetry since childhood, has been the state's poet laureate since being appointed to the post for life by Gov. Umstead in 1953. Congratulations, Mr. Poet Laureate!

• The State Department of Transportation, for moving to replace its entire fleet of full-size pickups with subcompact trucks. This year, the department purchased 500 of the smaller vehicles, with expectations of saving 320,000 gallons of fuel a year. Planned trade-ins will switch the rest of the 2,000-truck fleet to subcompacts between now and 1982.

Carolina Country

(USPS 832-800)
Read Monthly In More Than 275,000 Homes
Vol. 11 No. 10 October, 1979

Official Publication

North Carolina Association of Electric Cooperatives, Inc.

James M. Hubbard — Executive Vice President

Owen Bishop — Editor

Kemp Ward — Associate Editor

Patty Shelley — Staff Writer

Milly Alford — Editorial Assistant

Patricia Harrison — Graphics Assistant

Carolina Country (formerly The Carolina Farmer) is published monthly by North Carolina Association of Electric Cooperatives, Inc. Second class postage paid at Richmond, Va. 23219. Editorial Offices, P.O. Box 27306, Raleigh, N.C. 27611. Carolina Country is a registered trademark of the North Carolina Association of Electric Cooperatives, Inc. Postmaster send form 3579 to P.O. Box 27306, Raleigh, N.C. 27611. EMC group subscriptions, 82 cents a year, individual \$1.50. Address all mail to CAROLINA COUNTRY, P.O. Box 27306, Raleigh, N.C. 27611.

In This Issue . . .

4 Stereotypes Don't Apply To Tar Heel Rural Life

8 Toad Lane: Where The Co-op Idea Took Root

10 EMCs Get \$2 Million Refund From Duke Power

11 Cherokee Homes Pose Soil Erosion Problem

24 Lighting Conservation Can Save You Money

25 The Drummer: Traveling Salesman of Yesteryear

30 Mailbox

12 GOOD REASONS WHY NORTH CAROLINA RURAL ELECTRIC MEMBERS PREFER "CO-OP" HOSPITAL INSURANCE

1. **PAYS YOU** up to \$50 A DAY/\$350 A WEEK/
\$1500 A MONTH!

2. **PAYS YOU** for the **first day** and every day
you're in the hospital!

3. **PAYS YOU** regardless of how many times you
are in the hospital ... **LIFETIME PROTECTION!**

4. **PAYS YOU** up to \$5000 accidental death
benefit!

5. **PAYS YOU DOUBLE** benefits after 90 uninter-
rupted days in the hospital!

6. **PAYS YOU** for all covered accidents and
sicknesses!

7. **PAYS YOU** regardless of workmen's
compensation!

8. **PAYS YOU** up to \$30 a day after age 65 ...
even after Medicare begins!

9. **PAYS YOU** regardless of any other insur-
ance you might have!

10. No medical examination is required!

11. **CO-OP INSURANCE** is overwhelmingly
recommended by co-op people!

12. "CO-OP" is the first and oldest Group
Hospital Plan especially developed to
serve rural people!

GROUP ENROLLMENT NOW OPEN

SEND COUPON TODAY
FOR **FREE** INFORMATION
ON HOW TO "CO-OP" YOUR
HOSPITAL BILLS!

No Agent Will Contact You!	OCTOBER OPEN ENROLLMENT	No Risk/ No Obligation
TO GET THE WHOLE STORY FREE — Fill in information and mail to:		
CO-OP INSURANCE FUND		
Sixth Floor, 1447 Peachtree St., N.E., Atlanta, GA 30309		
Please Print Name _____		
Street Address (or RFD) _____		
City/Town _____ State _____ Zip _____		
List ages of those you want information for <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Children		
NC-10 Age _____ Age _____ Ages _____		

Insurance Company, "Guarantee Trust Life Insurance Company"
independent and not affiliated with Rural Electric Cooperatives in
this state. It is licensed in this state.

Study Shows Stereotypes Don't Apply

Leaders in North Carolina's rural counties tend to be old and poorly educated with roots in their community going back for generations. Right?

Wrong!

Try this:

- Over 80 percent of the leaders have attained some education beyond high school and 28 percent have a graduate degree.

- About half the leaders are under 49, and nearly 7 percent are under 29. Only 20 percent are over 60.

- Nearly a fourth of the leaders have lived in their present county less than 10 years. On the other hand, 65 percent have been around 21 years or more.

This profile of leaders emerges from interviews with 2,413 persons who represent a cross section of the leadership in 40 rural counties in North Carolina. The interviews were conducted by agents of the N. C. Agricultural Extension Service and selected community volunteers.

The leaders interviewed were selected by a standardized, scientific selection process. They held positions in business, agriculture, government, education, religion, civic affairs and all other aspects of county life.

Dr. Maurice Voland, an extension sociology specialist at North Carolina State University, says he is confident that the sample is representative of the leaders in the state's nonmetropolitan counties.

"Some of the things we learned knock your socks off," Voland said. "Many of the old wives tales that we have heard about rural leaders just aren't true."

For example, the leaders were given a standardized national test to determine their degree of flexibility-rigidity. North Carolina leaders averaged scoring 37 on the test compared to an expected average of 30.

Voland said the score means Tar

Heel leaders tend to be more flexible than their national counterparts. "They are more likely to say, 'Give me the facts, I'll evaluate them and act accordingly', instead of saying, 'If it was good enough for grandpa, it's good enough for me.'"

On the other hand, the interviews showed the North Carolina leaders were slightly more "localite" in orientation than their national counterparts.

This means, according to Voland, that they like their hometown more strongly than they like bigger towns. They think highly of the place in which they live. They support the local value structure.

When asked to categorize their political philosophy, 41 percent

called themselves "middle-of-the-road" and 40 percent said they were conservative. Another 5 percent said they were liberal.

As for their primary occupation, 34 percent of the leaders said they were in business. Another 4 percent were in education. Government and agriculture ranked next with 9 percent each. Many of the respondents reported a secondary interest in agriculture even though it was not their chief occupation.

Leaders were even asked about their leisure activities. The majority dine out, read, go to movies, swim, garden, fish and visit parks and scenic places. Only about one-third, however, play golf, hunt or hike. Only a fourth play tennis or camp, and only 16 percent bow



earn your own home ... the Miles way!

If you're a handy do-it-yourselfer, have the ambition to work hard and desire enough to invest your spare time, then Miles believes you have Home Earning Power. YES, THE POWER TO BEAT INFLATION AND OWN YOUR OWN HOME BY BUILDING IT YOURSELF.

At Miles, you don't need a lot of ready cash... if you have determination to see the job through.

Miles is the "do-it-yourself" housing expert. We've helped over 13,000 families turn their dream homes into reality in the past 30 years. We've found backing "do-it-yourselfers" is good business.

THE MILES WAY

- Liberal Credit — Including No Big Downpayment.
- Low Monthly Payments while building.

There's a representative near you.

In No. NC: 919-269-8936
In So. NC: 919-483-3263
In W. NC: 704-398-2936

Miles Homes

The Do-It-Yourselfer's Friend

- Name Brand, pre-cut building materials.
- Personal service & home planning assistance.
- Blueprints and step-by-step instructions.
- Your land does not have to be fully paid for.
- Build anywhere — city or country.
- Assistance with foundation.

Do some or all of the building yourself and your finished home will be worth much more than what you paid for it.

Think about it. If you have Home Earning Power, use it now. You will never get a better chance at owning your own home.

Mail coupon today for full details on how you can earn your own home... and start a better life. Allow 4 weeks for delivery or send \$1.00 for priority handling.

Send me your **FREE** Great Homes Idea Book

MILES HOMES, Dept. NC-B
4500 Lyndale Ave. N., Minneapolis, Minn 55412

Name _____

Address _____

City _____ State _____ Zip _____

County _____

Phone () _____

I plan to do ☐ all or ☐ part of the work
☐ \$1.00 enclosed for priority handling

CC-10

Special Announcement

To all North Carolina Rural Electric consumer members and their families

Now... North Carolina RE Consumer Members of all ages qualify—you cannot be turned down for this RE Group Hospitalization Supplement. This is the only direct-to-you Group Plan officially recommended and endorsed by your National Rural Electric Cooperative Association.

You're Concerned

Over the last few years, the cost of medical care has almost doubled according to American Hospital Association's reports. As a matter of fact, the average per patient cost to a community hospital is now more than \$180 A DAY! Most group and individual hospitalization plans are not designed to cover the full hospital bill... even Medicare recently announced another increase in the amount of its deductible... the amount Medicare patients must pay out of their own pocket.

The Largest Cause of Personal Bankruptcy

President Mondale has stated that hospital bills "are the single largest cause of personal bankruptcy in the United States." When you consider what a single day in the hospital costs, it's easy to see why.

For RE Consumer Members Only

Problems like these caused your National Rural Electric Cooperative Association (NRECA) to arrange its own insurance programs for rural electric cooperative employees and members (ELCO® Programs). First your National Rural Electric Cooperative Association set out to find a national insur-

ance company with an impeccable reputation. Next, they arranged a supplemental hospitalization plan that would do the best job possible for all RE consumer members and their families. And finally, NRECA set up their own service center for ELCO® Programs to help assure RE consumer members prompt, courteous service and prompt claims payment. This RE Group Hospitalization Supplement, underwritten by the highly respected Continental American Life Insurance Company, is the result.

Don't Be Misled by Look-Alikes

Some insurance ads try to give you the impression they are official RE plans, sponsored by your National Rural Electric Cooperative Association. Only those programs that bear the ELCO® or RE® trademarks are officially endorsed by your National Association. These trademarks are your guarantee of service and quality.

You Cannot Be Turned Down

This RE group plan is available to RE members in most states. Every member who enrolls will be accepted regardless of age or occupation. However, Continental American must limit coverage in force under all policies of this type with their company to one per member.

Your Own RE Consumer Service Center

Your National Association's Service Center for ELCO® Programs will provide RE consumers with the best possible service. If you

have questions about your protection benefits available, or changes to your plan, just call the NRECA Service Center. The special RE consumer telephone number is (919) 832-7597... call COLLECT any weekday and ask for Bill Plunket. He'll be glad to help you.

Free Group Hospitalization Planning Kit

To get your free Group Hospitalization Planning Kit, just fill out the coupon on this page and drop it in the mail. The Kit will be mailed to you and will fully explain what is covered, what is not covered, costs and terms of renewability. There is no obligation and no one will call on you. So please act now.



Your National Rural Electric Cooperative Association's Own Insurance Program is underwritten by Continental American Life Insurance Company, Wilmington, Delaware.

GROUP ENROLLMENT NOW OPEN

in the only official RE Members Group Hospital Cash Plan

This plan pays cash benefits on top of any other coverage you now have including other group or individual plans and Medicare!

Free Group Hospitalization Planning Kit will be mailed to you...no obligation.

IMPORTANT: Don't Be Misled By Look-Alikes. This is the only RE Members Group Hospital Cash Plan officially endorsed by NRECA.

Mail Your Coupon Today.

NRECA SERVICE CENTER FOR ELCO PROGRAMS®
P.O. Box 12013 • Raleigh, North Carolina 27605

Please mail me my free Group Hospitalization Planning Kit. I understand there is no obligation.



NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

096-0 A B C

Co-op Official Cited For Overseas Service



Barbara Deverick, manager of organizational planning for Blue Ridge EMC, was presented two special service awards during the

National Rural Electric Cooperative Association Regional Meeting in Baltimore, Sept. 5-7.

She was cited for her services to the International Programs Division of NRECA in the Phillipines and in Indonesia in 1978-79. The awards were the result of her work as a volunteer consultant in helping to establish rural electrification programs in these countries through the national association in conjunction with the U.S. Agency for International Development.

Cover Scene From Nantahala Forest

Autumn has worked its wonders on the trees around the flooded Cullasaja glen in the Nantahala Forest in this photo by professional photographer James Valentine of Highlands.

The photo is included in a book of Valentine's work titled *North Carolina*, published by Charles Belding/The Graphic Arts Center of Portland, Ore. The 160-page, large-format book also features a text by Marguerite Schumann of Chapel Hill.

Valentine's photography was featured in two earlier books titled, *Guale*, *The Golden Coast of Georgia* and *Georgia*. His conservation-oriented prints have been exhibited by the National Park Service, the Georgia Department of Natural Resources and a New York photography art gallery.

Our thanks to the book's publisher for allowing us to use the color separations of the photo for our cover.

Conservation Fair Set In Charlotte, Nov. 1-2

A region-wide Energy Conservation Fair is scheduled for Nov. 1-2 in the Charlotte Civic Center, featuring exhibits and demonstrations on energy conservation and energy management.

The fair is sponsored by the Mecklenburg County Citizens Committee for Energy Conservation, the North Carolina Energy Division, Duke Power Co. and the University of North Carolina at Charlotte. The theme of the fair will be "Conservation . . . A New Way of Life."

Register Now To Get A Forum At USDA Hearing

There is still time to register to address a Nov. 28 hearing which has been scheduled in Fayetteville by U. S. Agriculture Department officials who're interested in hearing comments on the economic and social issues affecting the structure of American agriculture and rural life.

But you need to hurry in order to be assured of a forum at the hearing which will be before Agriculture Secretary Bob Bergland and other top USDA officials.

The hearing will be held from 9 a.m. until 5 p.m. at the Bordeaux Motor Inn, 1707 Owen Drive.

To register, write Project Coordinator, Structure of Agriculture USA, Washington, D. C. 20205. USDA officials have asked that you include your name, mailing address, phone number and a listing of the specific issues you wish to discuss. Also, if you intend to speak for an organization, please indentify it.

"We just want to be sure that we cover as many issues as we can in the time available," said a USDA spokesman.

Four EMCs Slate Annual Meetings

Four Electric Membership

Corporations across the state have scheduled their 1979 Annual Meetings during the coming weeks. Here's the schedule:

- Rutherford EMC, Forest City - Oct. 27 at Cherryville High School in Cherryville. Registration at 10 a.m., business meeting at 11 a.m..

- Four County EMC, Burgaw - Oct. 29 at Union High School near Clinton. Registration at 6:30 p.m., business meeting at 7:30 p.m. Charlie Albertson and the Swing Masters will provide entertainment.

- Tri-County EMC, Goldsboro - Nov. 3 at Southern Wayne High School on U. S. 117. Time to be announced.

- Pitt and Green EMC, Farmville Nov. 8 at Farmville Central High School at Farmville. Registration at 6:45 a.m., business session at 7:30 p.m.

Running Event To Feature Races in 10 Tar Heel Cities

A major running event involving races in Carolina cities will be held Nov. 3, sponsored by the American Lung Association of North Carolina and Diet Pepsi.

The project will include two runs at each location—a two-mile "fun run" and a 10,000-meter (6.2 miles) race for the better conditioned runners. The runs will begin at 10 a.m. in Asheville, Charlotte, Fayetteville, Greensboro, Greenville, Hickory, Raleigh, Rocky Mount, Rockingham and Winston-Salem.

The Lung Association hopes to realize a profit from the event's entry fees to supplement Christmas Seal proceeds, which are now inadequate to cover the cost of the association's programs.

The registration fee for runners in the 10,000-meter race is \$5 through Oct. 19 and \$6 after that date. Registration for the "fun run" is \$4 through Oct. 19 and \$5 thereafter.

Four age divisions will be featured: 20 and under; 21 through 35; 36 through 49; and 50 and over.

Additional information is available from local Lung Association officials and from: American Lung Association of N. C. Research Triangle Region, P. O. Box 10394, Raleigh, N. C. 27605.

Directors Elected At Roanoke EMC Meeting

Two incumbent directors and a new director were elected to the board of Roanoke Electric Membership Corporation, Rich Square, during the co-op's 1979 Annual Meeting.

The new director is George W. Drake of Rt. 3, Windsor. The incumbents are Harbie C. Martin of Rt. 1, Jackson and E. W. Evans of Rt. 1, Como.

Books Chart Course For Rural Medical Centers

Rural communities that have lost "old Doc," the all-purpose family practitioner of the past, have help now in finding a replacement.

It comes in a six-volume series of books edited at the University of North Carolina at Chapel Hill that chart a course for setting up primary care health centers.

According to *The Rural Health Center Development Series*, primary care is "the kind of ambulatory or outpatient care that most people need most of the time when they seek care from a doctor or nurse for common illnesses or minor injuries."

It is the kind of care missing from many rural communities since young people and new doctors began migrating to urban centers. To compensate, hundreds of communities have set up "satellite" clinics staffed by specially trained nurses and physicians' assistants backed up by on-call physicians in nearby towns.

Most of the clinics are directed by non-profit community boards.

The series' authors, who acquired much of their rural health experience in North Carolina, have provided step-by-step approach to the

problems of setting up such a clinic.

They explain how a community can decide what kind of clinic it needs, where to find the money and how to choose a staff. They examine the legal aspects of health care, the kind of building to be used and the medical records that should be kept.

The 10 authors went beyond their regional experience to survey 500 rural health programs across the country and to interview the leaders of 24 clinics.

The guidebooks were developed by the Health Services Research Center of UNC-Ch and the Office of Rural Health Services, N. C. Department of Human Resources, with grants of more than \$350,000 from the Robert Wood Johnson

Foundation of Princeton, N. J. The project took four years.

Nuclear Safety Study Gets N.C. EMC Support

The board of directors of North Carolina Electric Membership Corporation, the power supply division of the statewide EMC organization, has authorized a \$12,000 contribution to support the national Nuclear Safety Analysis Center.

The center was established by the Electric Power Research Institute after the Three Mile Island incident as an electric industry effort to investigate that accident and to disseminate information on recommendations for enhanced nuclear reactor safety.

Home Folks

Cecil Viverette, executive vice president and general manager of Blue Ridge Electric Membership Corporation, Lenoir, has been honored by the Caldwell County Agricultural Fair Association for his years of service to the fair's board of directors. Viverette, who has been on the board since 1952, was presented a plaque at the annual fair banquet. During the presentation, it was announced that the 1979 fair program would be dedicated to the co-op official. **Dr. Billy E. Caldwell**, professor and head, Department of Crop Science at North Carolina State University, has received the American Soybean Association's 1979 Production Research Award. It cited further understanding of nitrogen fixation in soybeans. **John W. Sledge** of Martin County, president of the N. C. Farm Bureau Federation, has been given the 1979 "Service to Agriculture" award by the N. C. Association of County Agricultural Agents. **Aurelia Ilse Guffey** of Greensboro and **Elmer Stuart Kendrick** of Wilkesboro have been inducted into the N. C. Poultry Hall of Fame by the N. C. Poultry Federation. Both honorees have been actively involved in the poultry industry throughout their careers and both are now retired. **Owen Bishop**, editor of *Carolina Country*, has won a first place writing award in the 1979 Compleat Communicator contest sponsored by the North Carolina chapters of the International Association of Business Communicators. The award cited him for a magazine feature about Pamela Barefoot, author of the book *Mules and Memories*. Five North Carolina men have been recognized for completing management training programs sponsored by the National Rural Electric Cooperative Association. They included four EMC directors: **Robert Paul (Jack) Marion** of Rt. 2, Pinnacle, Surry-Yadkin EMC, and three from Lumbee River EMC, Red Springs, — **Harold Dean Brewer**, of Rt. 1, Red Springs; **Bradford Oxendine** of Rt. 4, Lumberton and **J. W. Hunt** of Rt. 1, Fairmont. **Allen Holt**, manager of administrative services at Randolph EMC, Asheboro, also received a certificate marking the completion of a management training program. The certificates were presented at an NRECA regional meeting in September.

Toad Lane: Where The Cooperative Idea Took Root



ORIGINAL STORE. ROCHDALE PIONEERS 1844

The cooperative principle, which has been practiced in one form or another for centuries, took firm root only 135 years ago when a small group of weavers in England's Rochdale flannel mills decided they had to do something about their economic plight.

Their efforts eventually brought the establishment of the first permanent cooperative business, and development of a set of business principles which are followed today by co-ops around the world.

The weavers were all poor people and getting poorer despite working long, tedious hours six days a week in the mills. The wages of from one to two pennies an hour were entirely inadequate even though all members of the family who were able worked at all the mills—men, women and children.

Realizing that something had to be done, the weavers got together to talk the situation over. There were no unions in those days.

Because the mills were doing a fair business, they decided first to approach their bosses and ask for more wages. A delegation was selected to plead their case before the masters.

Their pleadings were in vain. The bosses turned them down flat with the excuses that any wage increase would ruin the industry, it would drive capital out of the country, and it would cause prices to go up so in the long run the weavers would be worse off than before.

So the weavers retreated but they had not given up hope. It seemed there just simply had to be something they could do and they meant to keep trying.

Obviously, if they couldn't get higher wages for the labors, then a means must be found to live better off the money they earned. But how?

The situation would at least be eased somewhat if they could find a way to make their pennies go farther—stretching the budget. Attempting to bring down the cost of living appeared to be a logical approach.

Since food staples and clothing took the lion's share of the meager budgets, their efforts would be centered on cutting these costs. It was decided that they as a group would become merchants and set up a general store. They weren't businessmen, of course, and didn't even want to be. But the conditions under which they existed left no alternatives if they were going to feed their families.

Society Became First Successful Co-op

It was these 28 weavers (27 men and one woman) who formed the first successful cooperative in England—the Rochdale Equitable Pioneers' Society, and established a set of cooperative principles which are adhered to today.

By scraping and pooling their resources the 28 pioneers mustered together 28 pounds and rented the ground floor of an empty warehouse on Toad Lane from a Mr. Dunlop for 10 pounds a year. Half of their money was used to fix up the building so that it faintly resembled a store and the remainder was spent purchasing a stock of goods consisting of 28 pounds of butter, 56 pounds of sugar,

hundred-weight of flour, a sack of oatmeal, and 24 tallow candles.

To handle this stock, the pioneers hired Samuel Ashworth as salesman and William Cooper as cashier. Actually the two men volunteered to do the work with the stipulation that if there happened not to be a surplus at the end of the first quarter's operation, they would not accept pay for their services.

Finally, the little store opened its doors for business. The date was December 21, 1844.

The tradesmen of the town got wind of the fact that a competitor was about to appear among them, and they clustered on Toad Lane to taunt those involved in the inauguration ceremonies.

The Co-op Made A Profit After One Month

Despite the jeers and ridicule, the infant co-op did survive. In its first quarter of operation, the store made a profit and declared a dividend. It slowly gained in strength, even managing to pay a patronage refund of three pence per pound of business by the end of March, 1845.

Cooperation had been preached and practiced long before 1843. But most of the experiments had failed because of the practice of cutting prices, and giving members benefits before they were soundly earned.

The shop on Toad Lane was opened on the principle of charging market prices for goods, and rebating later, if and when profits had been earned and proper reserves set aside. This was the great contribution of the society's members to cooperative practice. They also dug their financial foundations deeper by insisting on a strictly cash business, by supplying the best quality of goods at full weight and measure, by rebating profits to members in proportion to purchases, by inducing members to leave their profits in the business at five percent.

Funds Set Aside For Co-op Education

Finally, two and one-half percent of all profits were from the beginning set aside as an educational fund to spread the idea of cooperation. As a result of these principles, and this devotion, the society grew quickly.

By 1850, the membership had grown to 600 and the society did more than 13,000 pounds of business. Thirty years later there were 10,613 members and volume was more than 283,000 pounds.

In 1968, the co-op was doing five million pounds of business and had 51,322 members.

Success of the co-op store on Toad Lane was no accident. It succeeded because it was based on a strong foundation of cooperative principles.

Rochdale Principles Listed

They are: (1) voluntary and open membership; (2) democratic control (one member—one vote); (3) payment of limited interest on capital; (4) surplus allocated for cooperative development; (5) education facilities for members and workers, and (6) cooperation of societies at all levels.

From the Rochdale Society idea the cooperative movement has spread to more than 60 countries around the world, serving hundreds of millions of people. □

To Aid India

New U.S. Export: Co-op Principles

The basic self-help principles which inspired the development of the co-op idea in England more than a century ago are now being exported by American cooperatives to help establish food processing co-ops in India.

But the principles are not travelling alone.

They'll be accompanied by 117,000 tons of surplus soybean oil, which will become the start-up base for organizing local oilseed co-ops in Indian farming towns.

The project, which began last May, is being spearheaded by American cooperatives under the leadership of the Cooperative League of the U.S.A. (CLUSA), working with the U.S. Agency for International Development (AID).

It's the largest program of its type in the history of AID's worldwide Food for Peace effort.

Plans Call for Organizing 8,000 Co-ops

Plans call for about 8,000 co-ops to be organized under the program, improving the incomes of about 350,000 small oilseed farmers and providing meaningful employment for about 200,000 workers.

The project's impact on India could be staggering.

In addition it is expected to establish an important precedent for future Food for Peace activities.

"We have CLUSA to thank for this extremely innovative program for India," said Willard Pearson of the Food for Peace program. "Following CLUSA's example, we will use this same kind of people-to-people, cooperative-to-cooperative approach in the future."

A Nutritional Shot in The Arm

Given India's emphasis on vegetarianism and perennial shortages of calories, especially among the poor, the influx of vegetable oil and the prospect of a continued supply from local co-ops should be a nutritional shot in the arm for the underdeveloped nation, he added.

Vegoil is one of the four main components of the Indian diet, and demand for it has skyrocketed in recent years—so much so that domestic production is sadly lagging behind. As a result, the new cooperatives have a ready-made market.

The project is being financed through a \$100 million AID grant to CLUSA. It's the first project to tap AID funds as a means of helping another nation develop its own production capabilities.

Markets for the co-op oil will be built up in India using the donated oil as a primer. As local production increases, donations will be phased out, leaving in place a production and marketing process that'll benefit Indian farmers and consumers.

(Continued on Page 10)



From Duke Power

Nine EMCs Get \$2 Million In Refunds

Nine North Carolina Electric Membership Corporations have been awarded refunds totaling about \$2 million as a result of a reduction in the wholesale cost of power they purchased from Duke Power Co.

The rate reduction, which was part of an agreement between Duke and the electric cooperatives, has been approved by the Federal Energy Regulatory Commission in Washington.

The FERC order accepting the agreement came as part of the federal agency's review of a Duke wholesale rate schedule that was originally filed in the summer of 1978.

Under that proposal, Duke's bulk rates would have risen by 10.1

percent or about \$15.3 million a year. The reduction trims that figure to \$13.3 million.

As part of the agreement, Duke and the co-ops involved have agreed to keep the 1978 rate schedule in effect temporarily, while using refunds to keep the wholesale rates in line with the retail industrial rate that's sanctioned by the North Carolina Utilities Commission.

"For some time now, our agreements with Duke have followed the principle that the bulk rates charged to the co-ops would be based directly on their retail industrial rates," said Jim Stephenson, manager of N.C.EMC, the EMCs' statewide power supply organization.

The principle was followed when Duke and N.C.EMC developed an initial agreement on

the new 1978 rates, based on the retail industrial rate which was approved by the North Carolina Utilities Commission last fall.

The nine EMCs which buy power from Duke are: Blue Ridge Lenoir; Crescent, Statesville Davidson, Lexington; Haywood Waynesville; Pee Dee, Wadeboro; Piedmont, Hillsborough Rutherford, Forest City; Surry Yadkin, Dobson, and Union Monroe.

While the rate request was pending before the FERC, Duke officials filed with the state agency for another increase in the retail industrial rate. At the same time they met with N.C.EMC officials to hammer out a new agreement on the co-ops' rates. That revised agreement was later endorsed by FERC.

Under that pact, the EMCs received the \$2 million refund for overcharges during the period from September 1, 1978, through June 1, 1979, using the retail industrial rate that went into effect on September 1, 1978.

The agreement also stipulated that the rates after June 1, 1979, will be based on the new retail industrial rate, which is still pending at the State Utilities Commission.

Once that commission rules on the retail rates, the FERC will be asked to review them, but its approval is expected. The EMCs will receive refunds for any overcharges paid under the wholesale rates. In addition, they begin paying new wholesale rates based on the retail rate ruling.

"By continuing to operate under the existing bulk rate and using refunds in this manner, Duke and N.C.EMC have avoided the costly and time-consuming process that would have been required if Duke had filed a new rate case before FERC when the company filed its latest retail case here in the state," said Stephenson. □

U.S. Exporting Co-op Principles

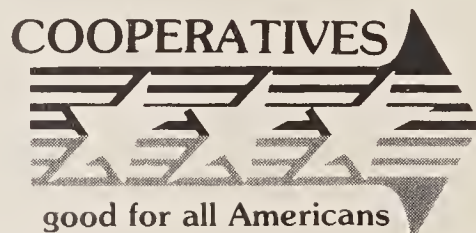
(Continued from Page 9)

Chances are this process couldn't be developed as effectively in any other way, according to CLUSA officials.

U.S. farmers also stand to benefit, they said, because the project gives them a market for their oil and may help stimulate trade.

CLUSA isn't giving the Indian farmers direct help in production and processing. Rather, it's assisting the oilseed farmers to organize themselves into coops that they can manage on their own.

While co-op organization teams live and work in the villages with the farmers, processing and marketing help will be provided by India's National Dairy Development Board, an agency with a respected track record.



CLUSA devoted two years to planning the project and expects to spend another three years getting it off the ground.

American cooperatives have "many reasons to celebrate" the launching of the project, said CLUSA Executive Committeeman Robert Beasley of Farmland Industries in Kansas City, Mo., during ceremonies inaugurating the program.

"Not only are we marking the beginning of program with the potential to feed hungry people, but we are also building a seedbed of improved diet and income for Indian farmers and workers." □

Backyards Posed Erosion Problem

Cherokee Homesites Notched in Mountainside

When you literally carve a homesite out of a mountainside, you get one of the world's steepest back yards—and a soil conservation problem.

So when the Qualla Housing Authority wanted to build new brick dwellings for Indians in the Eastern Band of the Cherokee Indians in the mountains of Western North Carolina, they had to find some quick way to plant the exposed earth in grass, to keep a deluge of mud from descending on the new dwellings below.

When the Cherokees turned to the USDA-Soil Conservation Service for advice and assistance, the recommendation was to use a high-pressure hydroseeder to plant that steep back yard.

Hydroseeder Used

The Tuckaseegee Soil and Water Conservation District, which serves mountainous Swain County, owns a truck-mounted hydroseeder that specializes in planting steep slopes, whether they are on a new roadway, behind a house, or elsewhere.

The new houses being built for families of the Cherokee Band are considered a vast improvement over the wooden dwellings put up years ago, and the seeding is also an advanced over the technique of yesteryear. If any seeding was done, it was thrown by hand in the old days—and the frequent result was a cascade of mud and siltment the next time it rained.

The brick houses, ranging from two to five bedrooms and modestly priced, are completely modern—with oil heat, electric water heaters, up-to-date bathrooms and kitchens, and good insulation.

The modern houses were built under a federal loan from the Department of Housing and Urban Development (HUD) and involve "sweat equity," where the people

who will live in the dwellings complete many of the steps before the house is ready for habitation. The contract calls for 175 houses, each for one family—and most will move from substandard wooden dwellings or house trailers.

Each building lot, in cross-section looks almost like a "notch" cut into the hill. The back yard at a typical house will climb steeply, while the "front yard" falls away with the natural slope of the mountain.

Cherokees In 4 Counties

The Eastern Band of Cherokees is spread across four mountainous counties. Most people consider it only "natural" that the Indians live in Cherokee County—but this county actually claims only a small portion of the reservation.

Rather than one contiguous mass, the reservation includes tracts in four counties: Swain,

Jackson, Graham and Cherokee.

As the housing is built, the hydroseeder is ready to move in and place a protective spray that will soon grow grass. Green in color, the spray includes a generous portion of wood cellulose, which will mulch the area sprayed, plus fertilizer, lime and grass seed. All are dissolved in water, which makes the spraying from the high-pressure hose practical.

Most of the lawns include North Carolina's most popular grass, Kentucky 31 fescue. Some sericea lespedeza is also seeded.

The results are uniformly successful; only cold weather can hinder the growth of protective grass.

The Tuckaseegee Soil and Water Conservation District and SCS people who serve the district believe this grassy spray solves the most critical conservation problem in the mountain country. □



Text by Robert V. Carter Jr., district conservationist, USDA-Soil Conservation Service, Bryson City. Photos by Frank Jeter Jr., public information officer for USDA-SCS in North Carolina.

BELOW — SCS hydroseeder sprays grass seed mixture into the steep backyard of Qualla Housing Authority dwelling. **LEFT** — The thick grass covering this backyard prevents mud from washing down on the house.



Hobson To Head EMC Materials Supply Program

A Yadkin County native with five years' experience in equipment purchasing and sales has been appointed manager of Tarheel Electric Membership Association (TEMA), the statewide central purchasing and materials supply serving North Carolina's 28 rural electric cooperatives.

Lewis Hobson of Cary was named to the post, succeeding Earl Shoaf, who resigned after three years in the job. Shoaf has taken the reigns of a similar materials supply operation serving South Carolina electric coops.

Based in Raleigh

TEMA, which operates out of its own office-warehouse facility in Raleigh, is one of the three corporations comprising the statewide organization of Electric Membership Corporations. James M. Hubbard serves as executive vice president of the overall organization.

Hobson joined the TEMA staff in April, 1976, as coordinator of office services and materials control. He later assumed the duties of supervisor of purchasing and sales. Prior to joining TEMA, he was with Diesel Injection Sales in Winston-Salem and Columbia, S. C. for two years, serving as sales manager and purchasing agent.

A Boonville Native

The Boonville native attended Oak Ridge Military School and the University of North Carolina at Wilmington, where he studied business. He and his wife, the former Lindy Robinchaux of Wilmington, have a six-year-old son.

Hobson is the son of Alvis L. Hobson of Boonville and Elizabeth B. Parks of Wilkesboro.

This is a catalog of almost 400 varieties and assortments of fruit trees, shade trees and plants. It's also a planting and growing guide. Free from Stark Bro's.



Grow full-size, full-flavored fruit on trees that grow only 8- to 10-feet high. Stark Bro's special dwarfing procedure affects only tree size. Fruit is often bigger than regular trees. Trees yield usually within just two years after planting.

"I'm enclosing pictures of a dwarf Starking Delicious Peach Tree we purchased in March of last year which bore 75 beautiful peaches this July. With the past success we have had with your trees we are proud to say that they are 'Stark Bro's Trees'."

Mr. Ervin Huebner
Columbia, Illinois

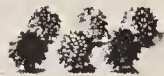
Award-winning roses. 24 different varieties of hybrid tea, floribunda and climbing roses. Many patented varieties like those from the famous gardens of Delbard-Chabert. And many other exclusives available only from Stark Bro's.



Special section on heavy-yielding, early-ripening fruit trees with high resistance ratings. Ideal varieties for organic gardeners.



Have 12 weeks of fresh fruit in a 10-ft. x 20-ft. area of your backyard. Grow full-size apples, peaches, pears, nectarines in a "postage stamp" orchard of dwarf-size trees.



Satisfied Customer Writes:

"the Starkspur Golden Delicious and Starkrimson Delicious were loaded this year--some apples weighed more than 3/4-lb. I'm extremely happy that I selected Stark Trees

Flynn H. Bach
Pryse, Kentucky

The description with ea- variety in the catalog te you what to expect from what you grow. And ea description tells you which zones the varie grows best. We've includ an easy-to-follow Zo Map.



The famous Luther Bu bank selected Stark Bro's continue his important e periments. We pass the r sults of his research on you through the superi varieties we offer.



Walnuts, hickory nuts, bu ternuts, chestnuts, pecar on your own trees. Ma delicious pies or dessert to pings.

Pick fresh ber- ries in your yard. Stark Bro's ro- bust berry plants make growing easy and fun. Catalog fe- tures healthy, heavy-bea ing, certified strawbe- plants, delicious raspbe- ries, blueberries, and bla- berries.



Stark Bro's, Box A103A9, Louisiana, Missouri 63353

Stark Bro's Nurseries, Box A103A9 Louisiana, Missouri 63353

New Free Catalog

Features almost 400 varieties and assortments of fruit trees, shrubs, roses, nut trees, shade trees, bulbs, and other nursery stock for the home gardener. Use this coupon and send for yours today.

(Please Print)

Mr. _____
Mrs. _____
Miss _____

Address _____

City _____

State _____ Zip _____



What to get the man with everything?

Something to put it in.
A Wickes Building.

Get the money-saving facts on a brand new home utility center from Wickes Buildings—America's leading home storage builder.

Ideas for beating your home storage problems are free. And it's so easy. Just pick up your phone and dial Wickes Buildings' Toll-Free number, 1-800-241-8444. (Georgia residents call 1-800-282-1333).

Ask about The Sportsman. Its flexible door designs permit straight-through access for large RV's. Room for hobbies, family storage and workshop, too! We've got garages, and dozens of other designs for solving your storage needs ... at a price you'll like! For money-saving information, fast ... call the Leader Toll-Free

-800-241-8444

(Georgia residents call 1-800-282-1333).

CC/10

Wickes Buildings

A division of the Wickes Corporation
General Offices: P.O. Box 41070
2410 Executive Drive, Indianapolis, IN 46241

Quick! Contact me with money-saving facts on economical Wickes Buildings for home utility storage!

**100
&
25**
1854-1979
Wickes

Name

Address

City County

State Zip Phone

Energy Quiz



1. Who uses the least energy for 10 minutes in the morning?
 - a. A guy who shaves with an electric razor.
 - b. A girl who switches on a hand-held hair dryer.
 - c. A mother who brews coffee in an electric coffee maker.
2. Which gives most light with the least energy consumption?
 - a. A 40-watt fluorescent bulb.
 - b. A 100-watt incandescent bulb.
 - c. Two 60-watt incandescent bulbs.
3. How much does peeking into a hot oven drop the temperature?
 - a. 5 degrees
 - b. 10 degrees
 - c. 25 degrees

4. Which is most efficient?
 - a. A full freezer instead of one that's half full.
 - b. A full refrigerator instead of one that's half full.
 - c. A refrigerator set at its coldest setting.
5. Which uses the most energy when baking for 10 minutes?
 - a. Toaster Oven
 - b. Conventional Oven
 - c. Microwave Oven
6. Which uses the least energy in one hour?
 - a. Solid-state color TV
 - b. 100-watt bulb
 - c. Stereo
7. To conserve energy, when leaving a room for five minutes you should:
 - a. Turn off all lights.
 - b. Leave all lights on.
 - c. Turn off all but one light.

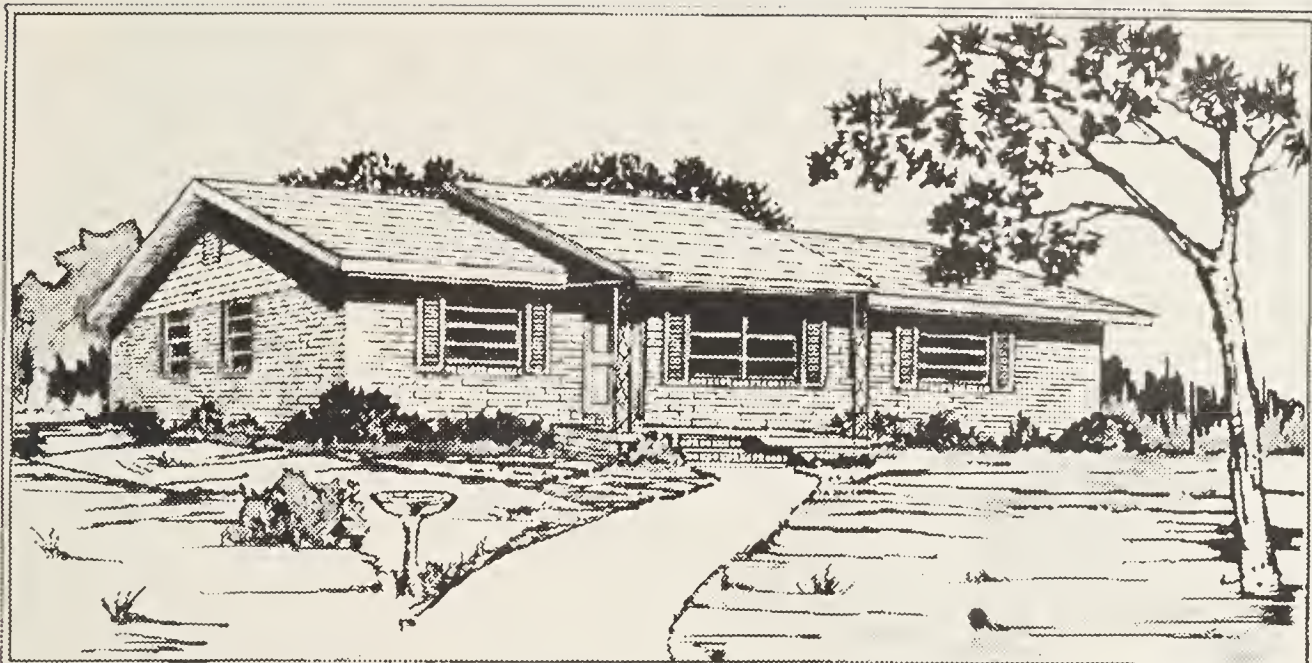
ANSWERS

1. a - Shaver; 15 watts.
2. a - A 40-watt fluorescent bulb.
3. c - Amazing, but true.
4. a - A full freezer.
5. b - Conventional oven; 12,200 watts.
6. b - Bulb; 100 watts.
7. a - Turning off lights does save energy.



Peat Samples Mailed To U.S. Congressmen

James Lee Burney, director of environmental and public affairs for the North Carolina Association of Electric Cooperatives, right, and his secretary, Donna Pelon, prepare to mail about 1,600 boxes containing samples of peat from Northeastern North Carolina. The samples were mailed to all members of Congress, managers of all rural electric cooperatives across the country and other rural leaders as part of an effort to generate support for development of peat for generating electric power. Accompanying the samples was a brochure outlining peat's potential as a fuel and urging support for a bill pending in Congress that would provide funds for an experimental peat-fired electric generating plant in Northeastern North Carolina.



**A
FANTASTIC
WAY TO BEAT
INFLATION**

...IF YOU OWN A LOT...LET

American Family Homes

**BUILD YOU A NEW BRICK HOME
INSTANT FINANCING
FOR QUALIFIED APPLICANTS**

Good Financing • Low Down Payment • Easy Monthly Terms. Built on your lot anywhere in the Carolinas! Outside Utilities and Landscaping by Owner (Porch Optional).

MODEL HOME OPEN: MON-FRI. 9-5 • SAT. 10-5 • SUN. 1-5

CHARLOTTE
704/568-6884

Located on Independence
Blvd. U.S. 74 approx. 7
miles East of Coliseum.

GREENSBORO
919/697-0440

Located on Mt. Hope
Church Rd. one block
South of I-85.

FAYETTEVILLE
919/323-5991

Located at 1813 Clinton
Rd. Highway 24 East of City
Limit Sign.

MOREHEAD CITY
919/726-5297

Call for directions.

**FOR MORE INFORMATION MAIL THIS COUPON TO
AMERICAN FAMILY HOMES, P.O. Box 220609, Charlotte, N.C. 28222**

Name _____ Phone _____

Street _____

City _____ State _____ Zip _____

I own a lot? YES ☐ NO ☐ Located in _____ (City or County) CC-10-79

THE DATING BANK

New, registered, progressive serving the lonely unmarried locally through the mail.

Box 1549
Winston-Salem, NC 27102
Phone (919) 761-1579

An Attorney Tells How To PLAN YOUR OWN WILL

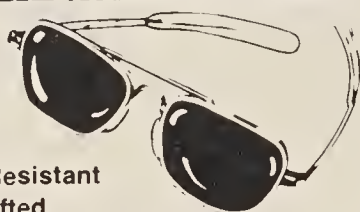
Why delay? Receive 4 WILL FORMS and 64 pg. book, "What Everyone Should Know About Wills," written by a prominent attorney. FREE—Personal Assets Record, Duties of Executor, and Valuable Papers Folder. Complete KIT, \$5.00 2 for \$8.00 Add 25c for postage and handling.

YOUR COMPANY NAME and ADDRESS

INVENTORY ADJUSTMENT SPECIAL!

PILOT'S GLASSES AT UNBELIEVABLE PRICES!

ONLY
\$6.95



- Impact Resistant
- Handcrafted
- Polished Glass Lenses
- Hardened Metal Frames
- Money Back Guarantee

Send check or money order (plus \$1.00 for postage and handling) to United States Optics, Dept. 383, P.O. Box 14206 Atlanta, GA 30324. (Specify gold or silver frames.) SPECIAL: Order now and get TWO PAIR for \$13 plus one dollar handling charge. Ten-day, money-back guarantee.

FREE! During this limited offer.

Deluxe velour lined protective case. A \$3.00 value.

LIMITED OFFER FROM U.S. OPTICS

Super Gas Saver!



T.M.

NEW MODEL
SLIPS ON

in minute—no tools!

- UP TO 6 MILES MORE PER GAL. —INSTANTLY!
- UP TO 20 MORE HORSEPOWER! FITS CARS, TRUCKS
- QUICKER STARTS—FASTER PICK-UP!
- SAVES \$125 to \$175 YR. (OR MORE!)

Motorists rave about this miracle new invention (U.S. Patent, 3118435). Not just a gimmick but a real super gas saver. 1. Automatically corrects over-rich mixture. 2. Makes engine burn 15 gals. air for every gal. gas. Gas prices going up — order now.

HARVEY ENTERPRISES

P. O. Box 25778

Richmond, Virginia 23260

MONEY-BACK GUARANTEE

ONLY
\$15.95

Save

2 for 26.95

Postpaid

FREE

Double Your
Gas Mileage
Booklet

PROSTATE

Banish prostate misery! Relieve problems like pain, urgency, retention, and getting up nights. Send now for **FREE** report! Relief, Dept. AR-2 Box 23181, Wash., DC 20024

Politics Requires Participation

Political participation in a democracy is not a game of follow-the-leader. There is no rule that when you don't like the direction, you drop out and quit playing.

A recent article in a Capitol Hill newspaper on the decline of voter participation quotes one dropout as saying, "Politicians are not doing the job they are supposed to do." So this one quit. He doesn't vote.

It seems likely that he never really started. The citizen who merely stands at the showcase looking over the choices others offer never was much more than a rubber stamp.

Citizen participation in a democratic society requires meaningful help with preparing the choices, as well as finally selecting between them. The mechanism for doing that is in place. Two substantial political parties exist in this country, and there is a wide range of opinion within and between them.

And, if that isn't a sufficient role to attract participation, there is no immovable obstacle to the formation of a third party—or a fourth or fifth. It takes heavy work, of course, and some thinking and planning. But, if the right to have something to say isn't worth that, the entire process must be lightly valued, at best.

"No real choice" is the handy excuse offered by too many dropouts when they haven't participated before election day, and decide not to take part then either.

It won't wash. The effective participant is the one who has the nerve to show his head above the barbed wire while the shot is flying—to stick his neck out, to take a stand, to propose an idea and battle to defend it.

The country has too few of these. The cooperative misses them, too. And neither is truly fulfilled without them.

—Eugene Clifford

Co-op League of the U.S.A.

How to stay in hot water and save money, too.

Chances are the thermostat on your water heater is higher than it needs to be. 120 degrees is plenty hot enough. So try setting it back to this temperature.

And now that winter's coming on, it's a good idea to insulate hot water pipes where they run through unheated areas, such as basements and crawl spaces.

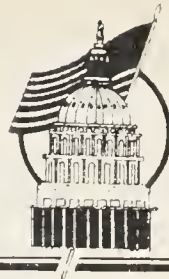
Just use your common sense, and you can think of plenty of other ways to cut down on the high cost of hot water.

We're All In This Together.





Mandated by U.S. Congress
A Final Tribute to the
Ultimate American



Golden Limited Edition
JOHN WAYNE
MEMORIAL MEDAL

as issued by U.S. Government Mint
and electroplated with
GENUINE 24-KARAT GOLD

To commemorate the first time the Congress has ever honored an American Film Star 'hero' on a Special Commemorative Medal, the American Treasury Mint has made arrangements to obtain a limited supply of the first-edition to be released by the U.S. Mint in Philadelphia, Pa. and to have them Gold Plated, mounted, and numbered.

Considering what John Wayne stood and still stands for—how he personified patriotism... Americanism... and true grit... to the rest of the world, we feel this limited edition medal is destined to become one of the most treasured collector's items of all time.

Certified First-Issue, Mint-Struck Offering— Individually Numbered

Each uncirculated, mint-condition medal we offer, honoring this beloved national hero is plated with the enduring gleaming beauty of real gold... which truly makes this a unique offering with both instant and heirloom value. Each is presented in a special collector's presentation case along with a numbered CERTIFICATE OF AUTHENTICITY certifying to its uniqueness as a first-mint offering. Truly a collector's item for every American... a treasured and prized keepsake for generations to come.

**First Time Available;
But Order Quickly—
Price Guaranteed Only 30 Days**

Even though the price of gold has skyrocketed to record heights, and the size of this striking medal is even larger than a Krugerrand, the American Treasury Mint guarantees to fill your order for this limited-edition at the offering price of only \$10.00 per medal, for a period no longer than 30 days following the date of this publication. Orders will be filled on a first-come first-serve basis, after release to us by the U.S. Mint, until the limited supply is exhausted. To make sure you do not miss out, send priority-reservation form immediately.

Reservation Procedure

Reservations are now being accepted for this historic 24kt. Gold Plated Commemorative John Wayne Medal. While every effort will be made to meet collector demand, there is a definite limitation on the number of medals which are being released through this limited edition offering. Accordingly, all reservations will be filled on the priority system described above, based on date received.

Important Note: Many collectors like yourself desire lower serial numbers. The serial number you receive will be determined by the date we receive your order. And of course, lowest assigned serial numbers are always shipped first. This is especially important if you intend to order several to pass on to your family as gifts and/or for their treasured heirloom value.

Satisfaction Guaranteed or Money Back.

American Treasury Mint is not affiliated with the U.S. Treasury or any other governmental agency
© 1979 FILM CORP OF AMERICA, Caroline Road, Phila., PA 19176

— ADVANCE REGISTRATION FORM —

The American Treasury Mint, Dept. GJW-64
Caroline Road, Philadelphia, Pa. 19176

Please send me _____ 24 Karat Gold Plated John Wayne Commemorative Medal(s) in presentation case, and individually numbered at \$10.00 plus 75¢ postage, and handling each.

Save on quantity orders: Order 5 Golden John Wayne Commemorative medals at \$45.00 postpaid. Order 10 Golden Medals at \$75.00 postpaid for more savings. Order 25 Golden Medals at \$150.00 postpaid for even more savings.

Total enclosed \$ _____ PA residents add 6% sales tax. Check or money order, no CODs please.
If after receiving my order I'm not delighted, I may return it within 14 days for refund (except postage & handling).
0006-015

CHARGE IT: Exp. Date. ____/____/____
☐ Visa ☐ American Express
☐ Master Charge Bank Number _____

Credit Card # _____

Sign. _____

Name _____

Address _____ Apt. _____

City _____

State _____ Zip _____

Canadian Customers please send orders to: Mail Store Ltd., Dept. GJW-64, 170 Brockport Drive, Rexdale, Ontario M9W 5C8 (Ontario & Quebec residents add sales tax)

"...now he belongs to the ages."

Use your credit card!
CALL TOLL-FREE 24 HOURS
A DAY FOR IMMEDIATE SERVICE
DIAL 1-800-241-8444
In Georgia DIAL 1-800-323-1717





FREE MUSIC LESSON!

"Learn Chord Playing"

Piano, organ, guitar. Simple new system enables anyone to learn chording. It's exciting fun and easy. Write today for your **FREE, NO OBLIGATION** lesson.

No salesman will call.

DAVIDSONS, 6727-C Metcalf
Shawnee Mission, Kansas 66204



LYRIC CHOIR ROBES

\$16.95 UP

FINEST QUALITY

Beautiful design and tailoring. Wide choice of colors and fabrics, including permanent press. Satisfaction guaranteed. Write for catalog and fabric samples.

LYRIC CHOIR GOWN CO.

P. O. Box 16954—RN

JACKSONVILLE, FLORIDA 32216

LIQUIDATION SALE

Century Steel Buildings

CALL TOLL-FREE

1-800-874-3830



26 GAUGE STEEL, OPEN SPAN
I BEAM CONSTRUCTION

40 x 72 x 14—\$2.46 Per Sq. Ft.

60 x 108 x 15—\$2.38 Per Sq. Ft.

Limited quantities, F O B Factory

Prices subject to change without notice.

CENTURY STEEL BUILDINGS

3991 St. Johns Ave., Jacksonville, Fla. 32205

BUTLER Agri-Builder FOR SALE

Butler Agri-Builder since 1959 has part of his Agri Business for sale. Located in Southwest at Clovis, New Mexico. Sale consists of: Office Bldg. 35x50x10, Warehouse 40x50x16, one acre of land, 1973 crew truck, 1977 pick up, 1970 tractor, 1976 diesel forklift, 1978 40' float, inventory of four grain bins. Build year around in this climate. Good business for contractor knowledgeable about grain bin and metal building construction. Priced at only \$178,000. Principles only. Price is firm. Three county franchised area. 300 miles from new Butler factory. Call president at 505-877-4155—Albuquerque, New Mexico.

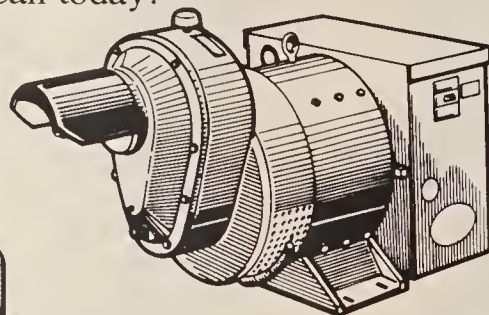
SOUTHERN ENGINEERING
COMPANY OF GEORGIA
ARCHITECTS—ENGINEERS
ATLANTA, GEORGIA

Don't wait till the power's out to call us in.

- Don't wait till a power failure brings your operation to a standstill. Take a tip from the Boy Scouts: Be prepared.
- When you own a Winpower tractor or engine driven alternator, you'll have the power you need for feed and watering systems, for heating and ventilating confinement houses, and for your household and other electrical systems.
- Why risk the losses a power failure can cause? Ask to see a Winpower tractor driven alternator in action at your place. It's easy, convenient, and there's no obligation. Call today.

New 5 year
warranty

15 to 150 KW
models available



Ask the powerhouse.

CAROLINA WINPOWER

BOX 15

STATE ROAD, N. C. 28676

OR CALL COLLECT 919-874-2351

"I'M SAVING 15¢ ON EVERY GALLON OF GAS I BUY."



"I'm doing four simple things to save gasoline—and it's like getting a 15¢ discount on every gallon!"

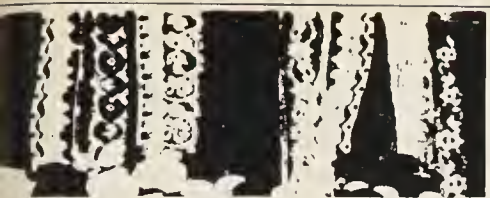
"Slowing down from 70 to 55 mph on the highway saves me 6¢ a gallon. Keeping my car tuned saves 4¢ a gallon. And I'm saving another nickel a gallon by using radial tires and keeping them correctly inflated."

For a free booklet with more ways to save energy and money, write "Energy," Box 62, Oak Ridge, TN 37830.

ENERGY.

We can't afford to waste it.

U.S. Department of Energy



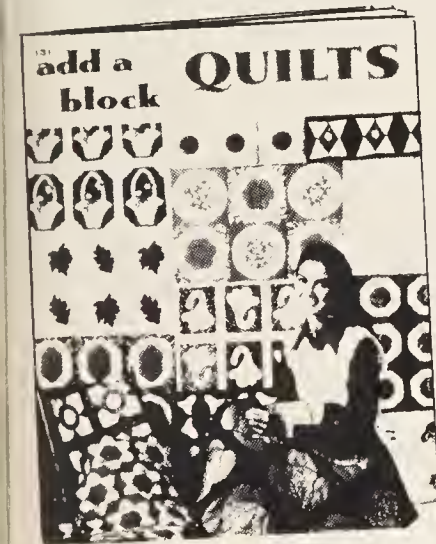
50 YARDS LACE \$1.75

LACE — LACE — LACE . . . 50 yards of Lace
delightful patterns. Edgings, insertions, etc. Assorted beautiful
designs, colors and widths. Pieces at least 10 yards in length—none
smaller. Marvelous for dresses, pillow cases, etc. Terrific as hem
lining on new double, knit fabrics. **Only \$1.75** or double orders
\$3.50. 3 orders just **\$4.95**. PIs include 50¢ pstg. and hding with
ACH set of 50 yards you buy. Satisfaction guaranteed!
FREE with lace 50 BUTTONS!

0 New, High Quality Buttons. Assorted colors, sizes and shapes.
ent FREE with each lace order. Please allow up to 6 weeks for
delivery.
LACE LADY
15 No. Tenth St.
DEPT. LB-311
St. Louis, Mo. 63101

QUILTS are NEWS!

Now's the time to quilt a
quilt . . . the quilted look
is the newest "old" fash-
ion! Easy to make even if
you've never done it be-
fore, all quilts are made in
individual blocks that are
simple to join into heir-
loom treasures.



ADD-A-BLOCK QUILTS #131.
Our newest book has pattern
pieces, directions for 14 enve-
lope designs with pillow insets
quilted or embroidered at the
centers. No frame, no borders,
no backing — each block is
completed as you go.

QUILT BOOK #131 — \$1.50 each.
Please add 25 cents for each Book for
postage and handling. Send orders to:
Carolina Country
Craft Library, Box 171, Old Chelsea
Station, New York, NY 10011.

A Little Town

The following essay, titled "A Little Town," was written by Kirby Able, a 22-year veteran of the national rural electrification program who died in early August. He was editor of *Living in South Carolina*, the statewide publication of the Palmetto state's association of electric co-ops. He served for several years as editor of the National Rural Electric Cooperative Association's *Rural Electrification* magazine.

The essay, which has been widely reprinted, offers a brief glimpse into the mind and heart of this dedicated editor:

A little town is where you don't have to guess who your enemies are. Your friends will tell you.

A little town is where few people can get away with lying about the year they were born. Too many other people remember.

A little town is where people with various ailments can air them to sympathetic ears.

A little town is where, when you get the wrong number, you can talk for 15 minutes anyhow.

A little town is where the ratio of good people to bad people is 100 to 1. That's nice to know.

A little town is where it's hard to walk to work for exercise because it takes too long to stop and explain to people in cars who stop, honk, and offer a ride.

A little town is where city folks say there's nothing to do, but those who live there don't have enough nights in the week to make all the meetings and social functions.

A little town is where everyone becomes a "neighbor" in time of need.

A little town is where those same businessmen dig deep many times to help with countless fund-raising projects.

A little town is where many teenagers say there is nothing to do and are surprised to learn their big city peers are saying the same thing.

A little town, when all is said and done, is a nice place to live. □

mountain meditations calendar

Beautiful gift calendar for 1980. 12 full-color Appalachian photographs with appropriate scripture verses. Space for appointments. Wall hanging. \$2.50 postpaid.

Medcor, Dept. 2, Box 128, Montreat, NC 28757



Carolina Country Cooking

Remember Your Friends With This Handy Recipe Collection

- 150 pages of mouth-watering recipes
- thumb-indexed sections
- bound in a sturdy plastic notebook binder
- cover features full color reproduction of "Ella's Cupboard," an original painting by Lexington artist Bob Timberlake.

Please send me _____ copies of *Carolina Country Cooking* at \$5.95 each (hand-
dling and tax included). Enclosed is my check or money order for \$ _____.
Make all checks or money orders payable to *Carolina Country Cooking* and send,
with this order form **CAROLINA COUNTRY COOKING, P.O. BOX 27306,**
Raleigh, NC 27611.

Name _____
Street or _____
Rural Route _____
City _____
State _____ Zip _____

Fashion Favorites



9369 8-20



9339
8-20



9007

10 1/2, 20 1/2



9103
SIZES
8-20



9006 10 1/2-18 1/2

Pattern No. 9369 is cut in Misses sizes 8, 10, 12, 14, 16, 18 and 20.
Pattern No. 9339 is cut in Misses sizes 8, 10, 12, 14, 16, 18, and 20.
Pattern No. 9007 is cut in Half sizes 10 1/2, 12 1/2, 14 1/2, 16 1/2, 18 1/2 and 20 1/2.
Pattern No. 9103 is cut in Misses sizes 8, 10, 12, 14, 16, 18, and 20.
Pattern No. 9006 is cut in Half sizes 10 1/2, 12 1/2, 14 1/2, 16 1/2 and 18 1/2.

Send \$1.50 in cash (no stamps) for each pattern to: CAROLINA COUNTRY, Box 42, Old Chelsea Station, New York, NY 10011. Add 50¢ for first class mail and special handling. Be sure to include your full address, zip code and pattern size.

Country Kitchen

INDOOR S'MORES



Many families who enjoy camping have established certain favorite traditions, and one of these is to sit around the campfire at night and enjoy a tasty treat called "S'mores." They are made by placing a marshmallow, toasted by the fire, and pieces of chocolate bar between two graham crackers. The weather is getting a little too chilly for camping now, so we have brought a variation of this all-time favorite to the kitchen. It's an extra special, mouth-watering treat on a crisp autumn day.

If you would like to share a recipe with this column, send it to: COUNTRY KITCHEN, P.O. Box 27306, Raleigh, NC 27611. We pay \$5 for published recipes.

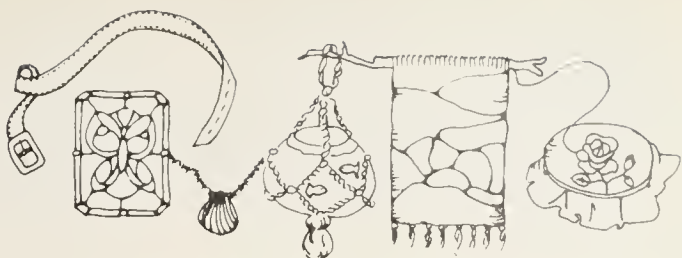
COUNTRY KITCHEN RECIPE INDOOR S'MORES

1/3 cup light corn syrup
1 T. butter or margarine
1 pkg. (5.75 oz.) milk
chocolate chips

1/2 tsp. vanilla
4 cups Golden Grahams cereal
1 1/2 cups miniature
marshmallows

Butter square pan, 9x9x2 inches. Heat corn syrup and butter to boiling in 3-qt. saucepan; remove from heat. Add chocolate chips and vanilla; stir until chocolate is melted. Fold in cereal gradually until completely coated with chocolate. Fold in marshmallows. Turn cereal mixture into pan and press with buttered back of spoon. Let stand at room temperature at least 1 hour. Cut into bars, 2 1/4x1 1/2 inches. Makes 24 bars.

Do Your Own Thing



Macrame Animals Perfect for Christmas

These macrame animals, which are just the thing for the young children on your Christmas list, range in size from 4" round to 20" tall and 23" long. The kit contains directions for 10 members of the Wild Kingdom, and you can make them any color you wish. Styrofoam eggs, balls and cones are used as supports for heads and bodies. Then you macrame the outer covering of each little animal and add the finishing touches. Special instructions show you how to make felt ears, fuzzy manes, whiskers, add moveable eyes, etc.

The animals included in the instruction guide areancelot Lion, Delbert Duck and Reginald Raccoon (pictured), as well as Crandall Caterpillar, Peter Panda, Buford Bear, Priscilla Poodle and more. Order "The Wild Kingdom of Macrame," instruction guide #HA66 (\$2.00).

Send all orders to **CAROLINA COUNTRY Pattern Dept.**, P.O. Box 2383, Van Nuys, Calif. 91409.



Invest less. Get more.

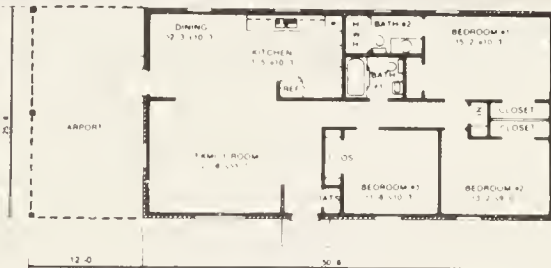
We can build this all-brick home on your lot at an economical price. You'll have a completely finished home, ready to move into. First class materials and workmanship guaranteed. All VA and FHA specifications met.

Choose a 3, 4 or 5 bedroom floor plan. They all feature beautiful kitchen and bathroom cabinets and fixtures; thermostatically controlled electric baseboard heating and water heater; your choice of carpet, vinyl flooring and paint colors. Options include: fireplace, central air conditioning, carport with outside storage.

We can arrange conventional, FHA and VA financing. We also pay all loan closing costs. That's part of the freedom in a Freedom Family Home.



The Madison.



Freedom Family Homes



Name _____
Address _____
City/State _____
Zip _____ Phone _____
I () do, () do not own,
() plan to purchase a lot.
Directions to my home. _____

Please send information on your Madison and other model homes.
P.O. Box 618, Dunn, NC 28334 (919) 892-1231



DO YOU FEEL THAT THE STATE COMPETENCY TEST IS NEEDED TO PROMOTE BETTER EDUCATION FOR STUDENTS?

Yes. Many seniors will be graduating this year who have benefited from the Competency Test. Those who failed the first time underwent an extensive training program and most passed. I feel the Test is essential and fair. Every high school junior should possess the knowledge required to pass the Competency Test. I feel the Test will inspire teachers and parents to work more closely to insure a good learning atmosphere at home.

Kim Saunders
Red Springs

Kim is a senior in high school and enjoys animals, writing, hiking and reading. She and her parents, Mr. and Mrs. Ralph Saunders, are served by Lumbee River EMC.

I do not feel that the State Competency Test is needed to promote better education. I took the test last year and I, along with many of my classmates, felt it was a waste of time. I also feel that every junior in high school should not be required to take the test. Some Educable Mentally Retarded students cannot pass the test and I don't think they should be required to pass it in order to graduate. I think it is a waste of North Carolina's money and time.

Sandra Wilkerson
Marion

Sandra is a senior at McDowell High School and enjoys swimming, playing the drums in the school band. She and her parents, Mr. and Mrs. Frank Wilkerson, are served by Rutherford, EMC.

I feel the Competency Test is needed to promote education. It eliminates social promotion. I have taken and successfully passed the test. My classmates, who failed, worked throughout the school

year to improve their scores. Most of these efforts were successful. These efforts would not have been made without the Competency Test as a promoter.

Brenda Newman
Aurora

Brenda is a student at Aurora High School and enjoys softball, swimming, skiing and reading. She and her parents, Mr. and Mrs. Paul Newman, are served by Tideland EMC.

I don't feel that the State Competency Test is needed. I think if you can go through the twelfth grade, you should be able to graduate, without any kind of test.

On the other hand, if you study, you should be able to pass any test that comes up.

Kim Shackelford
Mount Airy

Kim is a sophomore at North Surry High School and enjoys music, reading and sewing. She and her parents, Mr. and Mrs. Buddy Shackelford, are served by Surry-Yadkin EMC.

NEXT QUESTION: Do you think the military draft should be reinstated? Why or why not?

If you have a good answer, send it to YOUTH FORUM Carolina Country, P.O. Box 27603, Raleigh, NC 27611 immediately. Tell us a few facts about yourself—your age, school, hobbies, etc. Include your parents' name and the name of the electric membership corporation serving you. If your answer is published, we will send you \$5. If you want to submit a question, send it along and for each one used, the sender will receive a \$5 check.

Stuff A Stocking With The State



A gift subscription to *The State* magazine will bring your friends or relatives monthly "gifts" in the form of interesting and entertaining articles and features about the Old North State.

If they're Tar Heels by birth or by choice, they'll enjoy the Down Home flavor of this unique publication, which has been helping North Carolinians keep up with their state since 1933.

Simply fill in the coupon below and mail it to *The State*, Dept. CC, P.O. Box 2169, Raleigh, NC 27602. Attach additional names on a separate sheet. A notice of your gift will be mailed to each recipient.

Please send a gift subscription to the following. Send gift notices

"From _____

I enclose _____

☐ \$ 9.27—1 Year ☐ \$23.69—3 Years

☐ \$16.48—2 Years ☐ \$36.05—5 Years

Name _____

Street or _____

Rural Route _____

City _____

State _____ Zip _____

The money you save by doing this...



(wallboard) and/or this... (painting) and/or this... (install kitchen cabinet) and/or this... (vinyl tile)

Could mean the difference of owning a **NEW HOME** (like this) now...or never.



The **WILMINGTON** 4 bedrooms, 1152 sq. ft. living area.

YOU CAN DO IT. Get the details of our Basic Home Building Program for Do-It-Yourself Families today. Let an experienced CMH representative show you the way we work it out together.

**FINANCING FOR QUALIFIED PROPERTY OWNERS IS AVAILABLE
DIRECTLY FROM CAROLINA MODEL HOMES WITHOUT DELAY.**

cmh
**CAROLINA MODEL
HOME CORPORATION**

FINANCING TO MEET YOUR NEEDS.

MODEL HOMES ON DISPLAY IN:
FAYETTEVILLE, N.C. GREENVILLE, N.C.
485-4111 758-3171
LAURINBURG, N.C. RALEIGH, N.C.
277-0104 834-0771
WILMINGTON, N.C. FLORENCE, S.C.
763-8315 662-8491

Mail to: **CAROLINA MODEL HOME CORP.**
PO Box 53278, Fayetteville, NC 28305
☐ Please send free Home Plan Book
☐ Please have representative contact me
OWN A LOT Yes No

Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ If rural route, give directions.

Indoor lighting conservation can save you money

It is easy to use more light than you need. The U.S. Department of Energy estimates that more than 16 percent of the electricity Americans use in their homes goes into lighting.

Many of us overlight our homes, so lowering lighting levels can conserve energy.

To reduce your use of electricity and save money, consider these DOE tips for indoor lighting:

Don't Light Unused Rooms

Turn off lights in any room not being used.

Light-zone your home. Concentrate lighting in reading and working areas and where it is needed for safety (stairwells, for example). Reduce lighting in other areas, but avoid very sharp contrasts.

Reduce overall lighting in non-working areas, remove one bulb out of three in multiple-bulb fixtures and replace with a burned-out bulb for safety. Replace other bulbs throughout the house with bulbs of the next lower wattage.

Install Dimmer Switches

Consider installing solid-state dimmer or high-low switches. They make it easy to reduce lighting intensity in a room and thus save energy.

Use one large bulb instead of several small ones in areas where bright light is needed.

Use long-life incandescent lamps only in hard-to-reach places. They are less efficient than ordinary bulbs.

Use Three-Way Lamps

If you need new lamps, consider the advantages of those with three-way switches. They make it easy to keep lighting levels low when intense light is not necessary, and that saves electricity. Use the high switch only for reading or other activities that require brighter light.

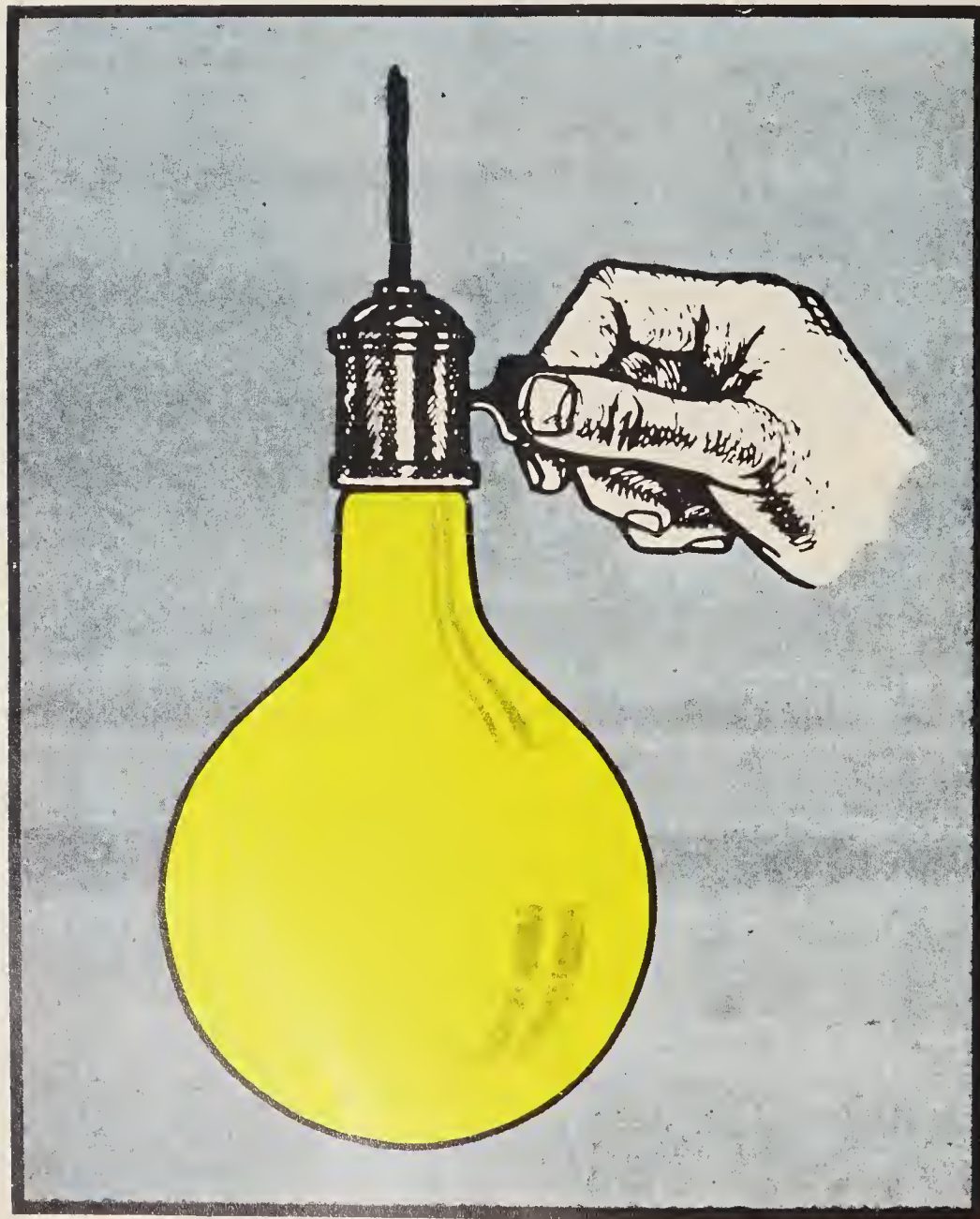
Always turn three-way bulbs down to the lowest lighting level when watching television. You will reduce the glare and use less energy.

Try 50-watt reflector floodlight in directional lamps (such as pole or spot lamps). These floodlights provide about the same amount of light as the standard 100-watt bulb but at half the wattage.

Use fluorescent lights whenever possible. They give off more lumens per watt. For example, a 40-watt fluorescent lamp would save about 140 watts of electricity over a seventy-hour period. These savings, over a period of time, could more than pay for the fixtures you would need to use fluorescent lighting.

Keep all lamps and fixtures clean. Dirt absorbs light.

You can also save energy through decorating. Remember, light colors for walls, rugs, draperies and upholstery reflect light and therefore reduce the amount of artificial light required. □





During the "drummer" era, many of these traveling salesmen used the train to make the rounds of their customers. A kind of fraternity existed among them and they often arranged their schedules to stay at the same hotel, where they and their customers played card games to pass the time.

The Drummer: The Traveling Salesman of Yesteryear

By Richard Elmore

The smartly dressed manufacturer's rep stepped quickly down the jet's ramp and was soon on his way to a pre-arranged interview with the buyer for a large chain of supermarkets. He was well-briefed on the latest marketing trends in the area and his briefcase was crammed with computerized sales data that should answer any questions that might arise.

This portrait of today's traveling salesman would come as quite a shock to my late father, who was a manufacturer's rep of a far different era. He, too, played a major role of communication between the wholesaler and the retailer—and a strong and lasting friendship often developed between the two.

My father played that role with relish early in this century but he—and others of his ilk—were known then as "drummers." Until his death in 1925, my father was one of the old school of drummers who made their weekly rounds of customers. In his case, he called on grocers, representing C. E. Alley and Co. of Petersburg, Va., a wholesale grocer and candy manufacturer. Our home was 45 miles away in Lawrenceville, Va.

In those days, traveling salesmen were known by the formal term, but the term "drummer" prevailed. Never, never were these men referred to as manufacturers' reps or food brokers.

How fondly I recall the days my father allowed me to accompany him when he called on customers. The real adventure was when he took me with him to Petersburg. There, with rapture, I always visited the candy department of C. E. Alley and Company. Fascinated, I watched large blobs of taffy-like material being processed to make peppermint and other flavors of stick candy.

Orders Mailed on The Train

At the end of each day—after supper—father would sit at his roll-top desk and write up his orders. Later, he would take the letter to the railroad station and mail it on the train so that his employer would receive the orders the next morning to be filled and shipped to the various customers.

Father began his job as grocery drummer in the horse and buggy days, when 20 miles of travel was a day's work. During those early years, the drummer was often the courier of news. He was the contact between the merchants and the outside world. The radio had not been invented and newspaper circulation was scattered.

When my father was using the train my mother would meet him at the railroad depot, often late at night. I remember the silver-handled pistol father had given his young bride to protect her and her children when he was away.

(Continued on Page 26)

Richard Elmore is a free lance writer who lives in Charlotte.

The Drummer

(Continued from Page 25)

Lack of rapid transportation often required the drummer to be away overnight even though he was only forty or fifty miles from home. A kind of fraternity existed among the drummers, and they usually arranged their schedules to spend the night at the same hotel. The meeting place at Chase City was the Gregory Hotel. There the salesmen, with their customers, would play tables of Set Back and Rook. Another favorite stopping place was the Hotel Lacrosse in Lacrosse, Va. which was famous for its good and abundant food. All of the drummers made it a point to stay there.

After the early horse and buggy days and the advent of the automobile, my father bought a Metz, a chain-driven car. Later he used a Reo. Both cars have been out of production for many years.

Once-Flourishing Hotels Now Closed

Today as I travel through small towns, I notice that once-flourishing hotels are now closed. Railroads have just about discontinued passenger trains for there is little demand for them.

In the days of their glory, the small town hotel and the passenger trains were largely supported by the hordes of drummers who had need of these facilities. Today, the hotels have been supplanted by lavish motels on our interstate highways and fast automobiles or jets transport the commercial manufacturer's representative.

I view the drummer as a part of the transition from the old to the new. Somehow, as I reflect on this, I sometimes feel that the old days of the friendly corner grocer and the drummer were better and more rewarding—a happier fulfillment far removed from this helter-skelter, computerized age—that's so harassed by excessive bureaucracy! □



NORTH CAROLINA



A Magnificent Full Color Pictorial

... Photographer James Valentine captures the various moods of the earth, sharing a seasonal celebration of nature that can be experienced by the most intrepid hiker and climber. The images not only capture the wilderness, but seek to display some of North Carolina's leading cultural and historical landmarks.

Writer Marguerite Schumann takes the reader, in an introductory text, on a road trip across North Carolina more than 500 miles wide as the crow flies. From Macon to Murphy, she records the changing appearance of the land as it climbs from sea level to mile-high peaks.

- 137 color plates
- 160 pages
- 14,500 words
- 10" x 13½"

Available at leading bookstores or send to:

GRAPHIC ARTS CENTER PUBLISHING COMPANY
2000 N.W. Wilson St., Portland, Oregon 97209

Yes, send me _____ copies of NORTH CAROLINA @ \$29.50 plus

\$1.00 postage & handling. Enclosed \$_____.

Charge my bank card: ☐ VISA ☐ Master Charge

Account # _____ Signature _____

Name _____

Address _____ State _____ Zip _____

Books



The Atlantic Coast Conference by Bruce A. Corrie. Carolina Academic Press, Durham. 246 pages. \$12.95.

The Big Game by Edwin H. Cady. University of Tennessee, Knoxville. 254 pages. \$14.50.

By Charlie Harville

Two men with wide experience in the collegiate athletic scene have presented vastly different looks about the phenomena of academics and sports.

Both authors have ties to Duke University. Dr. Corrie, who has been director of athletics at Bucknell University since August 1978, served for many years as an associate professor of physical education, intermural director and crosse coach at Duke. Dr. Cady is Duke's Andrew W. Mellon professor of Humanities.



Dr. Corrie recounts the history of the Atlantic Coast Conference in a factual manner, with the meaningful statistics and results. One would need access to the conference files themselves to duplicate the historical information included here, but there is another side to this work.

The author recounts such instances as the night the Maryland basketball team members swapped uniforms in aifty Driesell ploy to confuse the opposition. It didn't work against Hank McGuire's team, but it is a fascinating reminder of the way things have been in the ACC.

The book belongs in my library because it is invaluable in my work,

but it also holds fascination for the fan who remembers — or wants to — the ACC from beginning through its Silver Anniversary year.

Dr. Cady's work is not for reference purposes, and many of the athletes about whom it centers would have difficulty understanding some of his explanations for their motivations.

It is a thoughtful and sometimes involved search for the reasons which move not only the athletes but also the academe and the alumni as they approach the confrontation which came to be known as The Big Game. With

references to Shakespeare and Melville, this work requires study and understanding by the reader. I found myself going back over passages, with pause for contemplation of my own experiences with the people and events concerned with the phenomena of collegiate sports. I'm reading it again, for any volume which ranges from quotes by Peahead Walker to the wisdom of Santayana must be reread to be thoroughly understood.

Charlie Harville is sports director of WFMY-TV in Greensboro.

Commentary

CANTANKEROUS CARIBOU — A friend of one of the writers employed by the *Wall Street Journal* recently returned from a first-hand look at the Alaskan pipeline, which helps transport Northern Slope oil to U.S. at some considerable cost to consumers. One reason the pipeline was so expensive was the added engineering necessary to placate environmentalists.

Special "gates" were created, for example, at the migratory paths of caribou. At these points, the pipeline, which is mostly above ground, was buried and special measures were taken to prevent its heat from melting the permafrost and turning it into mud. But the writer's friend noticed that the caribou don't seem to appreciate what was done for them. They actually like the pipeline — above ground. They sleep under it, play under it, leap over it, enjoy its friendly warmth. What can you do with animals like that?

—Rural Minnesota News

CONGRESSIONAL JUNKETS COST \$4 MILLION — Never let it be said that Congress is afraid to buck a trend. While other Americans cut back on travel in response to presidential pleas, the high price of fuel and common sense, Congress' overseas junket rate is on the rapid rise.

But at least Tar Heel congressmen aren't leading the stampede abroad.

Members of Congress managed to spend nearly \$4 million of taxpayer money and 1.7 million gallons of taxpayer jet fuel on foreign travel in 1978—up to 36 percent over 1977—according to *Congressional Quarterly's* annual survey of the honorables' travel output.

Much of the cost—especially for military jets that whisk them hither and yon about the globe—members didn't bother to report themselves on official foreign travel reports, and CQ had to figure it out.

Still, it is heartening that no North Carolinians were among the freebie trip leaders. Senator Robert Morgan reported only one trip, to Britain and Portugal on Select Intelligence Committee business, and paid part of its cost himself.

Reps. Lamar Gudger, Bill Hefner, Walter Jones and Charles Whitley, along with Sen. Jesse Helms, reported no trips at all. Rep. Richardson Preyer went to Cuba twice for his Assassinations Committee probe, and to Europe once on the Interparliamentary Union delegation, an annual affair some legislators would give their eyeteeth to be included on and some say is useful.

And this district's congressman, Ike Andrews, made one journey, to Great Britain, France, Sweden and Germany on an Education and Labor Committee investigation.

Other Tar Heel Congressmen who traveled were similarly moderate. None reported, either, the sort of interest-group-paid foreign travel that not only paid the way of Merchant Marine Committee Chairman John Murphy, DN.Y., to Athens and Nassau in 1978 but bestowed on him \$3,500 in honorariums besides. . . .

—The Raleigh Times



THE HANDICAPPED MAILBAG

By Bette Elliot
Bill Kiser News Service

With hunting season here, I am concerned about the noise levels of guns. I've read somewhere that too much noise can make you deaf?

R. P. Johnson County

Guns won't make you deaf. But too much noise too close to your ears can wreak havoc on your inner ear mechanism, causing permanent damage and loss of hearing ("deaf" and "hearing loss"

are two different terms. The former means one has no hearing at all; the latter means one has lost the ability to distinguish certain sounds).

David Eskstein, a counselor with the North Carolina Division of Vocational Rehabilitation who works with hearing-impaired people, was a hunting buff—had been since boyhood. He did not protect his ears. The bang, bang,

bang! close to his right ear made his hearing drop. Your hearing drops temporarily at any loud noise—a revved-up motorcyclist, ambulance siren, the blast of rock music—all as environmentally polluting as gaseous smoke. David Eskstein warns all hunters to use ear plugs, ear flaps, — anything to muffle the sounds of gunshot.

What's a good material to use to cover a ramp so my son won't slip around when he's going up or down it in his wheel chair? Worried about this is going to be another icy winter.

G. T., Moore County

Try plain black roofing paper. It's cheap, holds heat and light, won't freeze, it's easy to nail down on your wooden ramp, and will last through a tough winter. If you want to spend some money, construct a concrete ramp and finish it with a "broom" finish to give necessary traction. If money is no object, construct a concrete ramp with deicers imbedded therein.

Architects involved in making buildings accessible to handicapped folks advise, too, that you put a roof or awning over your outside ramps, and keep hard some rock salt or fertilizer on ramp icy days for safety's sake.

This column offers a \$10 prize to readers who submit the most helpful hints for the handicapped in their efforts to lead more independent lives. Send your prizes and questions to: Handicapped Mailbag, P. O. Box 126, Raleigh, N. C. 27602

HARD WORK

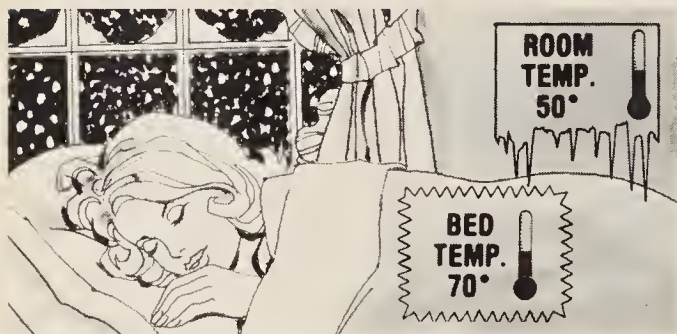
demands the finest work clothes. Get them! Oshkosh, Carhart, and more. FREE catalogue.

—STRAUSS—
PO Box 30 • Pittsfield, IL 61833

FRUIT TREES — NUT TREES

Berry plants, grape vines, landscape plants — offered by Virginia's largest growers. FREE COPY 48-page Planting Guide-Catalog in color, on request.
WAYNESBORO NURSERIES, INC.
P. O. Box 987 Waynesboro, Va. 22186

SPACE-AGE HEET SHEET KEEPS YOU WARM WITHOUT ELECTRICITY



A space-age "miracle!" Made of Thermalfab...the super-effective insulating material developed to protect astronauts in the incredible cold of outer space! You sleep on it—not under it. Just place the incredible HEET SHEET between your mattress, and bottom sheet. INSTANTLY, it retains and reflects your own body heat right back to you... keeps you cozy and warm as an electric blanket without a single watt of electricity! And you stay warm all night with your thermostat turned down; you can save plenty on heating bills. Lets you use lighter-weight blankets too—so you awake relaxed and refreshed.

SPACE-AGE HEET SHEET is 100% safe, lightweight and portable. Never gets dirty...the special

- NO WIRES!
- NO OPERATING COSTS!

only \$7⁹⁸ (TWIN SIZE)

YOUR OWN REFLECTED BODY
HEAT KEEPS YOU COZY!



heat-reflecting fabric is stain resistant too, so it even doubles as a mattress pad.

Order one for every bed in your house (special savings on extras). If not delighted, return within 14 days for refund (except postage & handling). MAIL COUPON TODAY!

© 1979 Panacolor, Inc., Caroline Rd., PA 19176

Canadian customers, please send orders to: Mail Store Ltd.
Dept HSHA -63 170 Brockport Dr., Rexdale, Ontario M9W 5C8
(Ontario & Quebec residents add sales tax)

AMERICAN VALUE, Dept. HSHA-63
Caroline Road, Philadelphia, PA 19176

Yes! Please send me the SPACE AGE HEET SHEET(S) below:

How Many

- ____ (#009) TWIN-SIZE only \$7.98 each (2 for \$14.98)
- ____ (#017) DOUBLE-SIZE only \$8.98 each (2 for \$16.98)
- ____ (#025) KING-SIZE only \$10.98 each (2 for \$20.98)

Please add \$1 postage & handling for one Sheet, \$1.50 for two; \$3 for four.

If after receiving my order I'm not delighted, I may return it within 14 days for refund (except postage & handling).

8558

MAIL NO-RISK COUPON TODAY

Amount enclosed \$____. PA residents add 6% sales tax. Check or money order, no CODs please.

CHARGE IT:

- ☐ Visa ☐ American Express
- ☐ Master Charge Bank Number _____

Credit Card # _____

Sign _____

Name _____

Address _____ Apt. # _____

City _____ State _____ Zip _____



"What makes you think the baby is going to be a great politician?" a young father asked. The father replied, confidently, "He can say more things that sound well and mean nothing at all than any youngster I ever saw."

The FBI has more than 70 million fingerprints. So has every home with two or more children.

"And what did my little boy do all day?"

"I played Postman, Mommy. I put a letter in every mailbox on the block. Real letters too. I found them in your drawer, tied up in a pink ribbon."

Doctor: "Your husband needs quiet. Here are some sleeping pills."

Wife: "When does he take them?"

Doctor: "They're for you."

Husband home from work: "Good news, dear. I have two tickets to the theater."

Wife: "Oh good. I'll start dressing right away."

Husband: "Good idea. The tickets are for tomorrow night."

Man at door to opinion-poll taker: "That's my opinion, and I can give you my wife's even though she's not here. It would be just the opposite of mine."

The following were taken from answers to a test of 6th grade children:

"...strategy is when you don't let the enemy know you are out of ammunition but keep on firing."

"...by syntax is meant all the money collected by the Catholic Church from sinners."

"... A virgin forest is a forest in which the hand of man has never set foot."

Lane

CLEAR SPAN BUILDING CORP.



Receive up to
\$300 REBATE
toward any accessory purchase.
(This offer does not apply to a discount on base Ad building price)
OFFER EXTENDED TO FIRST 10 BUYERS OFF THIS AD

BUILDINGS NOT EQUIPPED AS SHOWN

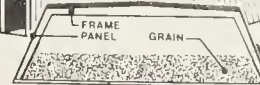
ALL BUILDINGS ASCS APPROVED

AGRICULTURE-COMMERCIAL

24x30x8	\$2,495
30x30x8	\$2,767
40x42x8	\$3,979
40x54x16	\$4,978
50x81x16	\$7,986
60x108x16	\$10,977
70x125x14	\$15,985

FRAMED
OPENING INC.

STEEL I-BEAM
CONSTRUCTION



AGRICULTURE

30x48x12	\$2,787
40x48x14	\$3,783
40x72x14	\$4,888
48x72x14	\$5,774
60x96x16	\$10,977

FRAMED
OPENING INC.

STEEL I-BEAM
CONSTRUCTION

BUILDINGS AVAILABLE ANY WIDTH, LENGTH OR STYLE

SAVE! SAVE! SAVE!

BUY THE BEST
AT THE BEST PRICE!

Snow and wind loading requirements in certain areas may affect advertised prices
F O B - FACTORIES LOCATED IN VARIOUS PLACES IN THE UNITED STATES

CALL FOR PRICE GUARANTEES

EAST, MIDWEST
AND WEST (call collect) 517-263-8474
TOLL FREE IN MICH 800-292-0033
OUTSIDE MICH 800-248-0065

**DEALERSHIP
INQUIRIES WELCOME
A FEW AREAS OPEN**

OR WRITE TO: LANE CLEAR SPAN BUILDING CORP.
Western Office: MONTEREY, CALIFORNIA 93940
Home Office: P.O. Box 952, ADRIAN, MICHIGAN 49221

Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Date to Build _____ Size _____

CC-10



FOR 30 DAYS ONLY!
SENSATIONAL

WONDER BULBS

5 FOR ONLY \$1.00

12 for \$2.00 - 30 for \$4.00

NEEDS NO SOIL!

NEEDS NO WATER!

UP TO 6 BLOOMS PER BULB

It's amazing! Just open the package - - place bulbs on table, mantel or anywhere, and watch them grow and bloom - - without soil, without water! No fuss, no bother, they will bloom with gorgeous big blossoms in every shade of blue from soft lilac to deep, royal purple. Wonder Bulb (Crocus Zonata) will produce from 3 to 6 blooms from just 1 bulb, on tall 4" to 6" stems. You'll be delighted with this rare phenomenon. Ideal as gifts that will amaze everyone. It's a good idea to order at least a dozen. **SEND NO MONEY.** On delivery pay postman plus COD charges. **ORDER NOW - -** Cash orders prepaid.

GUARANTEE

Wonder Bulb's guaranteed to be of high quality, exactly as advertised and to arrive in good healthy condition, or purchase price will be refunded. **RETURN THE SHIPPING LABEL ONLY,** you may keep the bulbs. (One year limit).

Imported
Holland Bulbs

HOUSE OF WESLEY, Greenhouse Div.
Dept. 3575-11 2200 E. Oakland Ave.
Bloomington, Illinois 61701

POSTAGE
PREPAID

Please send me _____ Wonder Bulbs. TOTAL \$ _____
Prepaid _____ COD III. Res. add 5% Sales Tax

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____



No Federal Subsidy Given To The Nuclear Industry

Thank you for the opportunity to comment on a letter to the editor that appeared in the August, 1979, edition of *Carolina Country*. The thrust of that letter concerned an alleged subsidization of the nuclear industry by the U.S. government. The writer mistakenly believes that U.S. tax dollars are helping to keep nuclear energy costs down, and lower than other forms of generating electricity.

First, there is no federal subsidy of the nuclear industry. The capital to build Duke Power Company's nuclear plants comes from investors who lend us money. The U.S. government is not one of the investors. The government has conducted research over the years and still does on various nuclear

related issues. But there is nothing unusual in this. The government has been studying other issues relating to coal mine production, airplane safety, and drug research and none is viewed as a subsidy.

The government entered the nuclear business when it developed the atomic bomb for ending WW II. The nuclear power industry adapted the knowledge gained by the government and developed nuclear energy for peaceful purposes. Those facilities that were developed for bombs, are now used for enriching uranium that is used in reactors. The utilities pay the actual fees for this service which totals more than \$1 billion annually. The utilities also will pay for disposal of the nuclear waste. There will be no government subsidy.

Price-Anderson No Subsidy

Some would argue that the Price-Anderson Act is a subsidy of sorts. It is not. The Price-Anderson Act, extended by Congress in 1977, provides protection to the public and limits of liability to the nuclear industry against damages caused in the remote event of a major nuclear accident. There is no government subsidy involved here. Each of the insured pays a fee for the coverage. The act makes a form of insurance available to the nuclear industry beyond the amount of insurance the private companies can write. Not only is it made available, but it must be obtained. Several other

Like Other Indemnity Programs

well-known uses of government-backed insurance or indemnity are recognized by most people. They are: crop insurance, bank deposit insurance, savings and loan account insurance, FHA and VA housing mortgage insurance, medicare and medicaid, maritime vessel mortgage insurance, veterans' life insurance, unemployment insurance, old-age and survivor's insurance (Social Security Act), and government employees' insurance. As far as the Price-Anderson Act is concerned, the government has never paid out a claim. But, it has collected millions of dollars from the utilities for this insurance.

There simply is no government subsidy of the nuclear industry.

Thank you for the chance to respond to this allegation.

Ira N. Kaplan
Supervisor of Public Information
Duke Power Co., Charlotte



Production Credit Association office locations in North Carolina

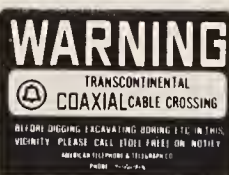
Ahoskie
Albemarle
Asheboro
Asheville
Boone
Burgaw
Burnsville
Carthage
Cherryville
Clinton
Concord
Dunn
Edenton
Elizabeth City
Elizabethtown
Ellerbe
Fairmont
Fayetteville
Franklin
Fuquay-Varina
Goldsboro
Graham
Greensboro
Greenville
Henderson
Hendersonville
Hillsborough
Jacksonville
Kenansville
Kinston
Laurinburg
Lenoir
Liberty
Lillington
Louisburg
Lumberton
Marshall
Monroe
Mocksville
Murphy
Nashville
New Bern
Newton
Oxford
Pilot Mountain
Plymouth
Raeford
Raleigh
Reidsville
Rocky Mount
Roxboro
Rutherfordton
Salisbury
Sanford
Shallotte
Shelby
Siler City
Smithfield
Snow Hill
Statesville
Swan Quarter
Tarboro
Taylorsville
Trenton
Wadesboro
Warrenton
Washington
Waynesville
Weldon
Whiteville
Williamston
Wilson
Windsor
Winston-Salem
Yadkinville
Yanceyville

Federal Land Bank Association office locations in North Carolina

Ahoskie
Albemarle
Asheboro
Asheville
Boone
Burgaw
Burnsville
Carthage
Clinton
Concord
Elizabeth City
Elizabethtown
Ellerbe
Fayetteville
Franklin
Fuquay-Varina
Goldsboro
Graham
Greensboro
Greenville
Henderson
Hendersonville
Hillsborough
Jacksonville
Jefferson
Kenansville
Kinston
Lenoir
Liberty
Lillington
Lincolnton
Louisburg
Lumberton
Marshall
Mocksville
Monroe
Murphy
New Bern
Oxford
Pilot Mountain
Plymouth
Raleigh
Reidsville
Roxboro
Rutherfordton
Sanford
Shallotte
Shelby
Siler City
Smithfield
Statesville
Swan Quarter
Tarboro
Wadesboro
Warrenton
Washington
Waynesville
Whiteville
Wilkesboro
Williamston
Wilson
Windsor
Winston-Salem
Yadkinville
Yanceyville

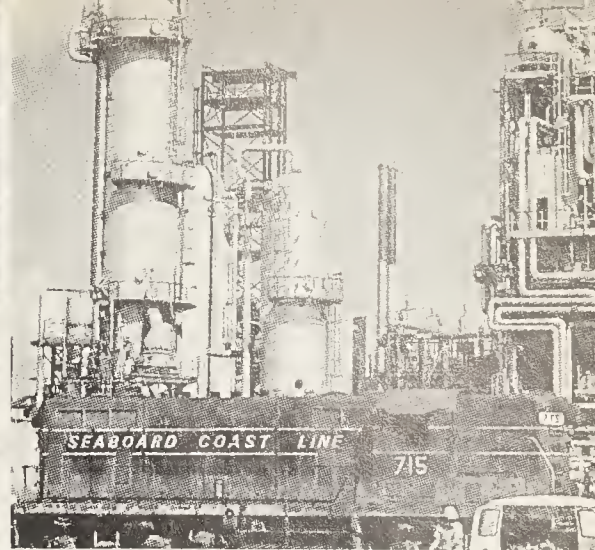
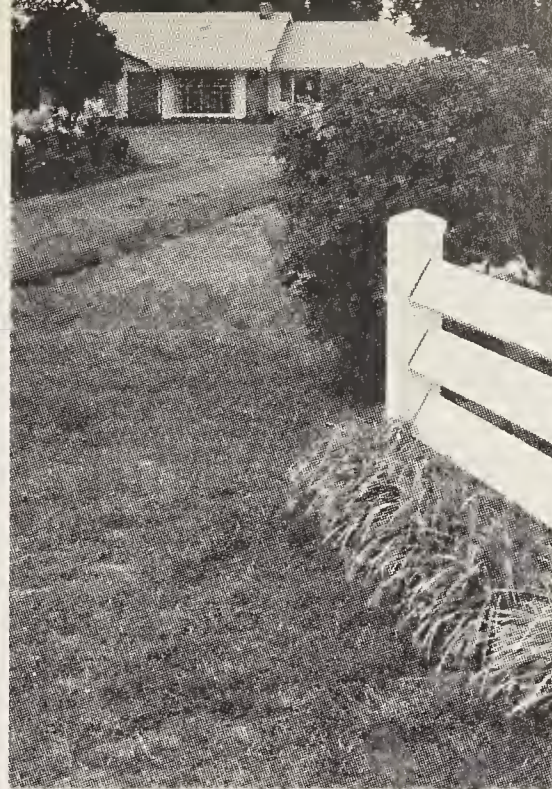
Columbia Bank
for Cooperatives
District office
P. O. Box 14
Columbia, S.C.
29202
Telephone
(803) 799-50

**LOOK FOR
THIS SIGN
BEFORE
YOU DIG!**



These markers warn of a buried telephone cable location. If you are planning any excavation or construction work near the cable, please call us — Toll-free — at the number on the marker or at 1-800-241-3624. We'll be glad to come out and show you exactly where the cable is located. It can save time, trouble and delays in your work.





A LOT GOES INTO AGRICULTURE.

It goes into making your farm a success. But you must have a dependable credit source to ensure you will have money to buy what you need when you need it.

That's where Farm Credit comes in. We provide credit to more farmers and their cooperatives than

any other lending institution. In fact, that's the only reason we're in business.

Let Farm Credit provide the money you need, when you need it, with repayment plans to suit your situation.

For your nearest source of dependable credit, check the Farm Credit office listing in this issue.

FARM CREDIT COVERS IT ALL!



Short and Intermediate term
Farm Credit



Long term
Farm Credit



Financing for
Farmer Cooperatives

● ● ● ALL IN THE FAMILY OF FARM CREDIT SERVICES



Flaming Mixed Colors . . . 72-Hour Service

TULIP BULBS

(MINIMUM 50 FOR \$2.00)

100 for \$3.50

200 for \$6.50

4¢ EACH

We Guarantee Fast Service and Complete Satisfaction . . . Or Money Back

Tulips bloom in all their graceful splendor and brilliant color in spring . . . but they must be planted in fall! Our once-a-year offer features healthy, hardy planting stock bulbs, (2¼-3" circ.), priced so fantastically low it is truly amazing. Better yet, you get a beautiful flaming mix assortment: brilliant reds, glistening whites, bright yellows, deep purples, gorgeous two-tones, etc. Best of all, you pay only 4c a bulb . . . 50 for \$2.00, 100 for \$3.50, or order 200 for just \$6.50 and really save! At this unbeatable price, you'll want all you can get. Easy planting instructions included with every order. Send today! We will rush your order plenty of time to get your fall planting selections in the ground.

Every Year They Bloom Again . . Without Replanting

Tulips are so popular, of course, because they bloom year after year without replanting, no need to take them out.

Given proper soil, care and with normal growing conditions, these bulbs will develop into larger sized bulbs the first year's planting. In fact, we guarantee many blooms next spring, normal blooms the second season and many years thereafter. Furthermore, we guarantee to ship your order within 72 hours after receipt. Don't pass up this once a year offer if you like to watch tulips grow and bloom in breathtaking color! Rush your order today!

FREE AT NO EXTRA COST!

6 CROCUS

Holland imported, (2¾" circ.), included with no extra cost if order received by November 1. Mixed colors, bloom early spring.

Another Tremendous Bargain!

DAFFODILS

10 for only \$1.50

One of the earliest blooming bulbs, Daffodils herald the arrival of spring with a cheery, dazzling display of light, bright colors. This low-priced offer brings color mix of whites, yellows, two-tones. U.S. grown (Narcissus), average 4" circ. Will bloom year after year without replanting. Use coupon at right, send today.

FAMOUS "NO FAULT" GUARANTEE

Each selection we ship is exactly as advertised . . . vigorous and healthy, tagged for easy identification, well packed for arrival in good condition. We guarantee shipment within 72 hours after receipt of your order. You must be satisfied on arrival or you may return within 15 days for full refund, including any postage you sent. Every selection must develop and flourish or we will replace it free (3 year limit). Planting instructions included with every order. Send today!

Michigan Bulb Co., Dept. R-158 Grand Rapids, Mich. 49550

CLIP AND MAIL COUPON TODAY!

MICHIGAN BULB COMPANY, Dept. R-158
1950 Waldorf, N.W., Grand Rapids, Mich. 49550

Please rush order as checked below within 72 hours of receipt. All items are covered by your No Fault Guarantee.

HOW MANY	CAT. NO.	ITEM	COST
	112	Tulips (50 for \$2.00 - 100 for \$3.50)	
	114	Daffodils (10 for \$1.50 - 20 for \$2.95)	
6	FREE	Crocus if order received by November 1	0.

☐ Remittance enclosed, plus 90¢ towards postage and handling. Ship postpaid.

TOTAL

\$

☐ Bill on my credit card, plus 90¢ postage and handling. Ship postpaid. Check one.

GRAND TOTAL

\$

☐ Master Charge ☐ American Express ☐ BankAmericard (Visa)

Credit Card # _____

Exp. Date _____

PRINT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____